

# Starchroom Laundry Journal

First in the Laundry Industry since 1893



Activated stores and package plants in shopping centers are key to one plantowner's decentralization program. See story on page 18

**Things to consider in planning a plant tour  
or an open house** ..... Page 12

**Laundrymen give prize-winning ideas on  
how to get routemen to sell** ..... Page 58

**How will new pollution control laws affect  
your plant operation?** ..... Page 78

**JUNE, 1956**



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## How many times will you take the shirt off his back?

Here's the point we'd like to broadcast: You *want* to take the shirt right off his back. Every single, solitary time he undresses, you want the shirt to go directly to the bundle that goes directly to your laundry.

Best way to keep getting his shirts is to make the man who wears 'em happy. Give him a silken-sleek crispness (that's never, never chafing harsh) to the collar and cuffs; give him a comforting shirt body that's soft 'n' easy without being a slouch.

In short, give him VELVET RAINBOW care—the very best starch care that tells customers *you* care about repeat

business. When the very best costs less than 15¢ per shirt, why gamble on any other starch? *You might lose your shirts.*

### • • • TV TELLS YOUR TOWN

Here are the *local showing dates* of the Quentin Reynolds "Operation Success" show, arranged by Huron and promoting your professional laundry service:

Idaho Falls, Idaho	Channel 3, KID-TV, June 22
Palm Beach, Florida	Channel 5, WJNO, July 8
Hartford, Connecticut	Channel 18, WGTH, July 23

## VELVET RAINBOW STARCH

GUARANTEED  
50% VELVET WHEAT

THE HURON MILLING COMPANY *Executive Office:* 3101 N. WOODWARD, P. O. BOX 9, ROYAL OAK, MICHIGAN.  
*Sales Offices:* 9 PARK PLACE, NEW YORK 7; 161 E. GRAND AVE., CHICAGO 11; 383 BRANNAN ST., SAN FRANCISCO 7;  
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# THE COTTONBLOSSOM LINE is as near as your phone!



## SOUTHERN MILLS INC.

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RICHMOND 7-0261

DETROIT  
WOODWARD 1-9673

DALLAS  
FOREST 8-4377



NEW YORK  
BEEKMAN 3-9260

# Starchroom LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

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West Coast editor

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New York

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**CATHERINE A. CARROLL**  
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West Coast Advertising Representatives: Smith & Holliday, Russ Building, San Francisco 4, California, and 5478 Wilshire Boulevard, Los Angeles 36, California  
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### Climb Aboard a Cloud

Our new eighteenth-floor editorial offices provide an almost unobstructed view of the northern skyline of magnificent Manhattan. Then on one side there's the needle-pointed Chrysler Building and the Empire State; and on the other, the wafer-thin United Nations building. Besides these man-made wonders, there are God's East River and the rolling clouds drifting by close enough to touch.

With so many spectacular distractions it's easy for the mind to wander. This is by way of explaining how we came to board one of these clouds that floated past our window just the other day.

We got to thinking about the plight of the small independent grocer and his battle with the growing number of food store chains. If memory serves us correctly, something like 80 percent of the grocery stores in the nation are independently owned. But the 20 percent which include the chain operators do approximately 80 percent of the business. More and more, the small grocery seems to be used only in emergencies, when the lady of the house forgets to pick up that bottle of milk or the loaf of bread at the brand new supermarket.

How could the independent grocer have avoided his present circumstance? What would have happened, we wondered. . . .

If all the independents had merged and pooled their talents into a cooperative setup under one common name? . . .

If they had standardized their operations to run them the most economical way possible? . . .

If they had invested their money in a cooperative advertising venture so that each dollar spent would serve one and all alike? . . .

If they had purchased merchandise by the carload and passed the savings along to the customer? . . .

If they had thus been able to blanket a city and able to keep the consumer happy at a neighborhood level? . . .

If they had plowed their profits back into building new shopping centers of their own? . . .

Our cloud scraped against the Queensborough Bridge and we were jarred back to reality. We realized that independent operators just don't work that way. Their salvation seems to lie in being able to give a better, more personalized service.

—Henry Mozdzer

see how simply the **new**

# GROMMET GRIP

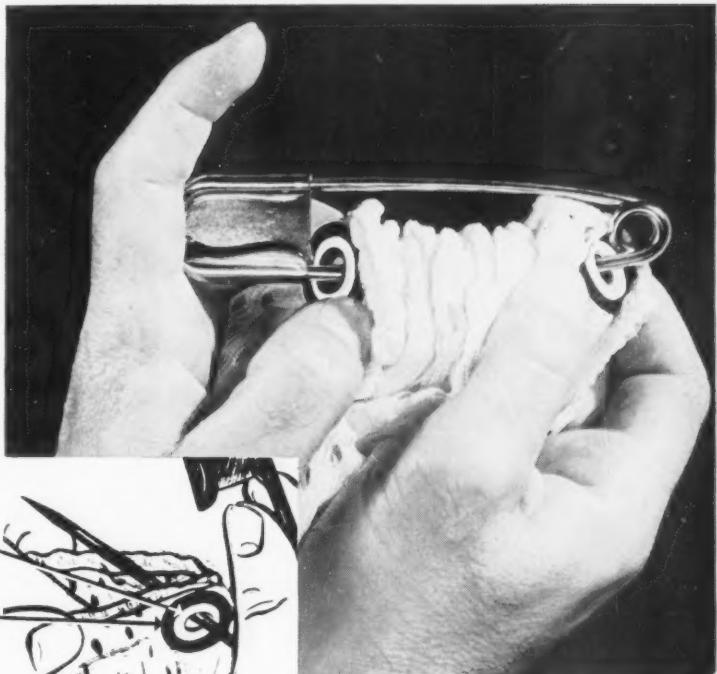
increases net life...

and it's by **GIBRALTAR**, of course.

"Grommet Grip" is an exclusive Gibraltar feature that guarantees longer net life. Grommets and flexible washers are placed on one side of each end of the net. They protect the net from rough and sharp edges of the pin. Protective washer prevents grommet from damaging net. Net can be opened to full width without strain.

"Grommet Grip" serves as a guide to proper pinning and gives added protection to nets but still permits normal pinning speed. Takes all types of pins.

"Grommet Grip" is standard equipment on all Gibraltar "New Governor" Nylon Nets. Your jobber has them in stock now. By request, they can be supplied on the "Major" and "New Manhattan" Nylon Nets.



\*Patent applied for

## GIBRALTAR FABRICS, INC.

254 36th Street, Brooklyn 32, N. Y.

### OTHER GIBRALTAR PRODUCTS

Gibraltar Nylon Nets  
(Woven & Knitted)

Gibraltar "Datex" Dacron  
Duck FWI Covers

Gibraltar Resintex Nylon  
Press Cloths & Covers

Gibraltar Nylon FWI Tape

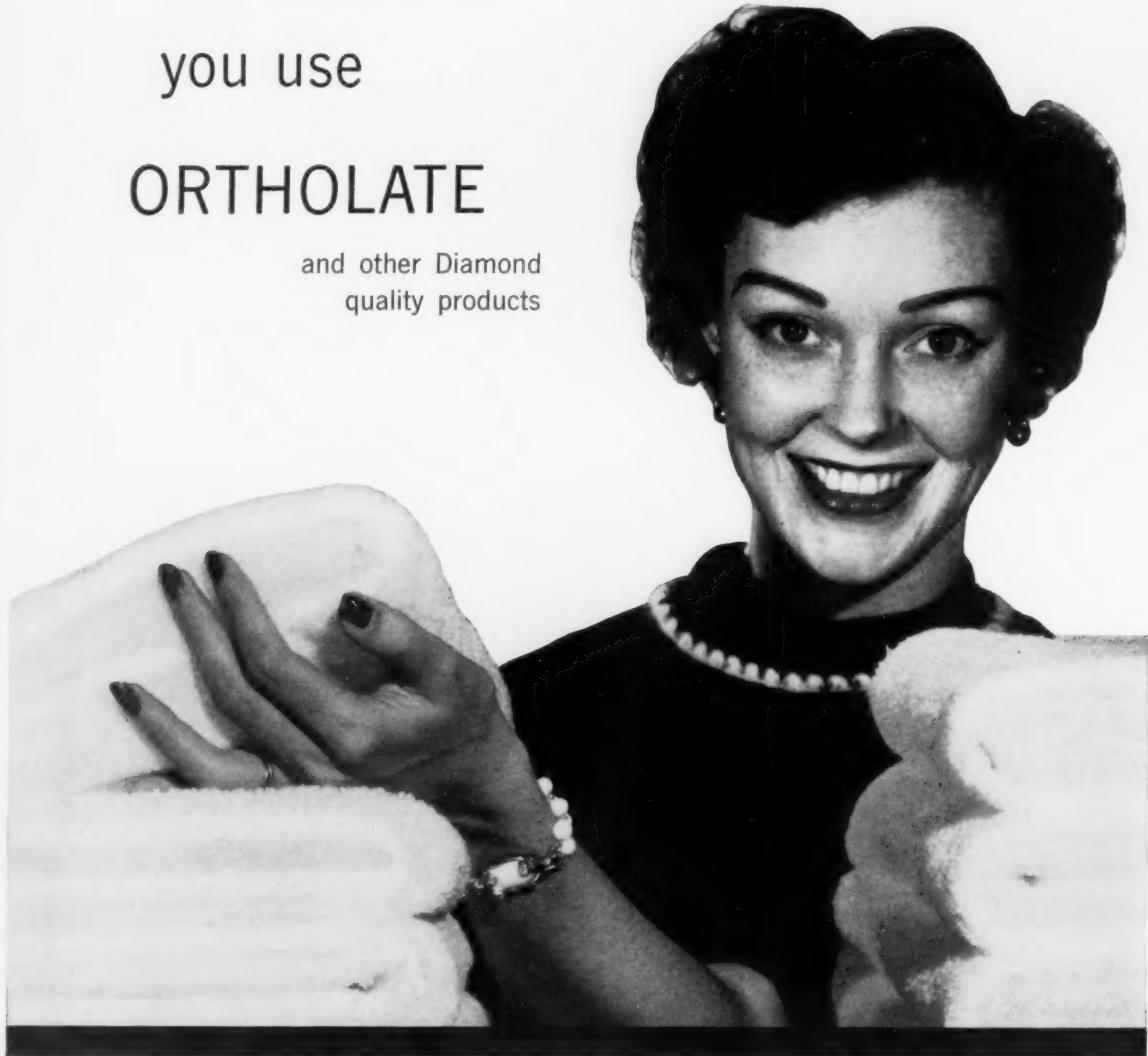
Gibraltar FWI Pads & Covers  
Gibraltar Nylon FWI Cords

Gibraltar Nylon Shroud Lines

Gibraltar Anti-R-G

She's sold  
on your laundry  
...because  
you use  
**ORTHOLATE**

and other Diamond  
quality products



On towels, especially, any laundry worth its soap can outclass a home washing. But it takes a white-as-new, clean-smelling, soft-piled bundle to convince a lot of ladies.

That's your cue for ORTHOLATE. DIAMOND makes this soap-saver by fusing each flake of orthosilicate with complex phosphates. The combination lifts whiteness retention and burrows into thick nap to dig out soil. Towels live longer, too.

Customers keep coming back—with bigger bundles—for work like ORTHOLATE turns out. Phone your nearby DIAMOND distributor today.

**Diamond Laundry Detergents • Sours • Blues**



**Diamond  
Chemicals**

Diamond Alkali Company • Cleveland 14, Ohio

STARCHROOM LAUNDRY JOURNAL



**every one**  
**of**  
**Hoffman's**  
**6 end-loading**  
**washers has**  
**built-in profit**

#### **dollars earned**

Rapid cycle gets through higher poundage per load . . . more loads per day. Thorough cleaning means fewer re-runs. Advanced design features include "eye-and-ear" signals, electrically operated drain valve (solenoid energized only to open), manual over-ride on automatic models, aircraft-type welded construction and big 18-inch diameter door. Result? Satisfied customers galore—and their friends!

#### **dollars economized**

Operating costs swoop down after your installation of a Hoffman washer, because of minimum attention needed from operator. Cleaning is quick, thanks to stainless steel construction; steam connection simplifies inside blow-down. Maintenance cost is negligible. Cylinder, electrical controls, gaskets, timer and dial are accessible in an instant. Re-runs hardly ever necessary; small lots are handled economically.

#### **dollars saved**

Choice of 30, 50 or 75 to 80-pound models, manual or fully automatic—a washer for every size of laundry and shirt laundry, hotel and motel, washeteria, drycleaning plant and hospital. Priced right to save you real money. Easy, convenient terms.

Better check with your Hoffman distributor today, for more news about Hoffman end-loading washers, and cleaner laundry work with built-in profit.

**U.S.HOFFMAN MACHINERY CORPORATION**

105 FOURTH AVENUE, NEW YORK 3, N.Y.

# NEW PRODUCTS and LITERATURE

## Duplex Introduces Triomat



Triomat, a completely automatic laundry machine, has been announced by the Duplex Corporation, 1355 Market St., San Francisco, Calif. The self-contained, continuous-operation unit is being manufactured for Duplex by The American Laundry Machinery Co., Cincinnati, Ohio.

Designed for use in drive-in laundries, motels, hotels, and similar institutions, the machine washes, rinses, extracts and dries. For the full cycle of washing, extracting, damp drying and bone drying, the machine handles 25 pounds of dry-weight laundry, and for a partial cycle, 40 pounds of dry-weight laundry.

The machine measures 75 inches high, 45 inches wide and 36 inches deep. Both tub and cylinder are stainless steel. Another feature is that no attention by the operator is required from the time the work is placed in the machine until it is

removed, when completely dry.

Triomat is the result of engineering and field-testing for five years by John Chamberlain, inventor of the Bendix Automatic Washer and president of the Automatic Washer Company of Newton, Iowa. The machine has been perfected in the laboratories and plants of the American Laundry Machinery Company.

## Jaysonet Grommeted Tape



An increase of 100 to 200 washings is claimed for the new Jaysonet Grommeted Extension Tape (patent pending) laundry net by the manufacturer, Jayson's-Division of Jayson Silk Mills, 2144 N. 57th St., Philadelphia, Pa. With its exclusive nylon extension tape, the new Jaysonet is continuously grommeted so that pins never touch any portion of net, thus eliminating snags and tears. Even weight distribution in loading nets through nylon tape helps to relieve excessive strain.

Available in several net styles, Jaysonet will cut net replacement by 35 to 40 percent, according to the manufacturer.

## Dryco Condenser Bulletin

A new two-color folder on the Dryco Condenser-Purifier has been issued by the Bishop

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

David Freeman Company. According to the booklet the Dryco Condenser-Purifier can be attached to any steam return line and enables press operators to spray distilled water on clean garments instead of squirting dirt. It also collects rust and residue that are present in the water spray line, so they do not deposit in the spray gun nozzle and clog it.

Copies of the new folder are available without charge from the Bishop David Freeman Company, 1600 Foster Ave., Evanston, Ill.

## Post Cuts Chassis Strain



Post Manufacturing Company has introduced a new line of lightweight aluminum alloy bodies for delivery-route trucks. Suitable for all forward-control chassis, these new bodies are claimed to eliminate the "dead weight" found in steel bodies and thus reduce strain on chassis clutch and brakes.

Among the featured points of the bodies are heavy-gauge, hardened and tempered aluminum side panels, which help resist rust and dents and keep body repairs at a minimum; large, comfortable interiors with extra-size foam-rubber seats, large work space for on-the-road paperwork and three large storage compartments. Double rear doors with windows are available in three all-purpose widths. Over-all body lengths range from 189 to 237 inches with a maximum width of 80 inches.

Complete specifications and technical data are available from Post Manufacturing Company, Cushman St., Taunton, Mass.

## Eastern Cyclone New-Products Catalog

A new 12-page catalog, issued by Eastern Cyclone Conveyor, illustrates and describes its Lint Collector, Circulating Soap System and Wash Machine Loading Hopper.

This reference manual is compiled in handy file size (8½ by 11) and is comprehensive enough to indicate the major features and advantages of E/C equipment. Engineering data

describing each product, its operation, installation and assembly are included, together with weights, sizes and capacities of the various types and models of E/C laundry equipment.

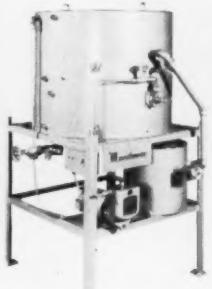
Readers are invited to send for their copy of this catalog by letterhead request to: Mr. Win. Boon, Eastern Cyclone Conveyor, 876 Van Houten Ave., Clifton, N. J.

## Small Elgin Softener

A special line of water softeners has been developed by Elgin Softener Corporation, Elgin, Ill., to meet the soft-water requirements of small businesses. The "Double-Check" design, which gives up to 44 percent more water softening capacity and which prevents loss of zeolite, is standard. The Elgin Multiport Valve, bell alarm meter and brine tank are also standard equipment. The special meter is wired to ring when a predetermined gallonage of water passes through. Softener operation is simple and, the manufacturer claims, foolproof.

Capacities range from 28,000 to 91,000 grains with synthetic gel zeolite, and from 54,000 to 180,000 grains when resinous ion exchanger is used. Softener tanks are available in four sizes to ensure selection of a unit best suited to individual requirements.

## New Manitowoc Still



A new 75 g.p.h. "No-Surge-Over" still for perchlor dry-cleaning systems has been developed by Manitowoc Engineering Corp. Patented features of the new still eliminate surging and foaming over and prevent solvent contamination. The company states that tumbler time is reduced, filter capacity increased and solvent is conditioned for odorless, higher quality cleaning.

Offered as standard equipment with Manitowoc 70-pound

*Continued on page 88*



Lifted through a 170° turn, the load shakes out and tumbles over the contoured ribs of the partition. At the bottom of the drop the wash is squeezed between the partition and the cylinder wall. Here is old-fashioned "Scrub-board" washing perfected to its scientific best!

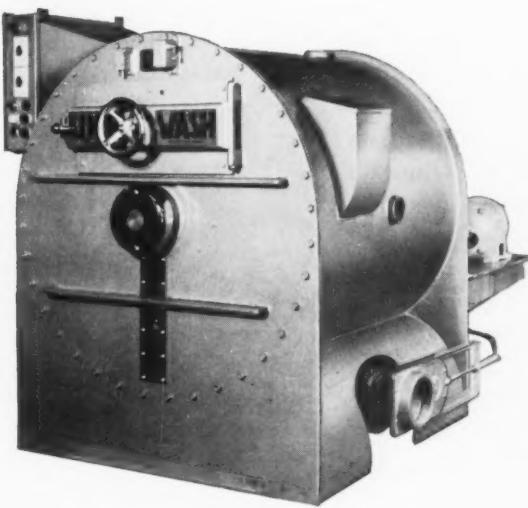


The load swishes gently through the solution again and again to completely dissolve and suspend the soils. In place of the conventional "dry rub," the load is given a far superior "wet-rub," "Triple-Star Washing," controlled speed and 25 second reversing is the basis of Braun quality.

Because dirt won't drain away, Braun Unit Wash offers "critical-point extraction." When dirt is drained through the wash, an insoluble residue remains. Braun forces dirt, alkalis and stained water from the cylinder with an extraction force of over 200 gravities, for the highest quality wash you've ever enjoyed.

## Let's talk QUALITY with **BRAUN** **UNIT WASH**

Everyone knows that Braun Unit Wash means tremendous savings in labor, and in water and supplies. The entire industry realizes that Braun's compact machine gives room and speed to double capacity from the same washroom area. But once, and for all—LET'S TALK QUALITY. We'll match thorough, gentle washing Braun Unit Wash against any other machine. How does Braun achieve High Whiteness Retention and Low Bacteria Count with No Loss of Tensile Strength? The secret is TRIPLE STAR WASHING ACTION.



There is a Braun Unit Wash to fit your needs exactly. Available in 50, 100 and 200 lb. capacities, every size may be ordered with the degree of automation your operation needs. From the fully automatic (shut the door...return at a signal to remove the completed load) to the manual (start and stop each operation with simple controls) to any intermediate degree, you'll find complete satisfaction with Braun Unit Wash's practical automation.

**For better quality at lower costs—WRITE TODAY**

# G. A. BRAUN, INC.



Pioneer in Automation

461 E. Brighton Ave., Syracuse, New York

G. A. BRAUN, INC.  
Dept. 26, 461 E. Brighton Ave.,  
Syracuse, N. Y.

Send full information on Braun Unit Wash  
 Have your representative call, without obligation, of course.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### **An Emmy for Betty**

Hats off to the Professional Laundry Foundation and the men who had the foresight and courage to get out and do something constructive, not only for themselves, but—for the industry as a whole. Thanks to their cooperative efforts in sponsoring the Betty Best TV campaign, millions of viewers have come to recognize the professional launderer as something more than just a neighborhood tradesman. He's a level-headed businessman with plenty of know-how.

The Foundation recently concluded its first TV season, but plans for the future have already been formulated.

The second-year promotion will enable participating laundries to receive stronger identification with the program and more emphasis will be put on regional advertising. The Foundation is to be responsible for the over-all program but local groups are to decide how the bulk of the funds will be spent.

Dues in the Foundation are to be cut to one-fourth the first-year rate with the remaining three-fourths to be spent in the region of the participating laundry.

The umbrella plan would include all facets of the Betty Best program except the purchase of space and/or time. The agency would book appearances, prepare booklets, sales ideas, contests, etc.

The local group would get help in planning its own regional advertising. Depending on geography and the number of participants, some would use television, others radio, and still others newspaper advertising—whichever medium seemed to serve their needs best.

Because of the lower cost of entering the program, the Foundation hopes to attract a greater number of participants in the campaign.

It is also believed that the change will result in a harder hitting campaign—not only can the laundries in a single area get together on merchandising ideas that were not feasible for a larger area, but Mrs. Housewife can be directed straight to her Betty Best laundries by use of participants' names in local campaigns. Such pinpointing was formerly impossible in an over-all program.

We look forward to a still bigger and better Betty Best campaign in the year ahead.

**Summertime sales promotion** plans are all too often shelved on the ground that most people are away on vacation during this season. This may well be the case, but a study of the TV-set-owner public would seem to indicate otherwise.

A survey conducted by the National Broadcasting Company reveals that 56 percent of the families having their own TV spend their vacations at home.

Furthermore, NBC found that during the average summer week at least one family member is at home in 95 percent of cases.

Even during the peak of the vacation season (the first week of July) it was found that 92 percent of the homes are occupied by at least one family member.

Now's the time to take another look at the forest of television antennas in your neighborhood and dust off some of those sales promo-

tion ideas you've been too busy to get around to.

**Increasing pressure** will be brought to bear on the laundry-owner in the years ahead. In our own small way we have tried in recent issues to point out one impending source of pressure—the nation's water problem.

Our expanding industries and growing population require an ever-increasing supply of good fresh water. The supply is *not* unlimited. Contrary to popular belief, the average rainfall will not refill a depleted reservoir, nor will these rains seep into the ground to replenish groundwater levels to capacity. Perhaps the greatest share runs off to the sea by sewer and stream and is lost.

We will have to find ways to use less water and find other ways to reuse it. We should also make every effort to keep the available supply in good condition.

That is why antipollution laws are becoming more prevalent. That is one reason why sewer service rates are going up and why some laundries are now obliged to clarify their waste water before discharging it from the plant.

It will do the laundryman no good to buck these issues. He must work closely with the authorities and try to formulate policies and solutions that are satisfactory to both.

The way to do this is to be aware of the problem and be prepared to meet it when it comes.

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

10-Bin Unit  
B29-1010 H



**Save \$1,000 Annually  
(and 50% of sorting time)  
per Shirt Unit!**

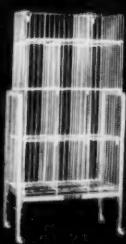
**SORT at  
the FOLDER**

**with BISHOP**

**SHIRT-BIN UNITS  
for Any Lot System**

**A SIZE FOR EVERY BUNDLE LOT . . . 10-BIN, 15-BIN AND 20-BIN**

**TWO 10-BIN TYPES**

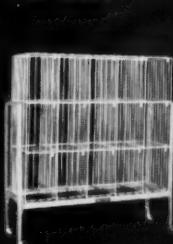


three bins wide



five bins wide

**15-BIN**



from 13" above floor... to 37" above floor

**20-BIN**



from 13" above floor... to 37" above floor

**ALL FOLDER-SORTING SHIRT-BIN UNITS ARE ADJUSTABLE TO ANY TABLE HEIGHT**



**BUNDLES ARE  
THEN READY  
FOR WRAPPING**



Bid goodbye to the shirt-sorting department . . . its labor, its space, its walking and handling. Stop mix-ups, losses, service delays. Now your folders can do the sorting—faster, better, more economically, and give you 50% more sorting—with Bishop Folder-Sorters. You save at least one handling per shirt. Bundles go direct from folder to checker-wrapper without in-between handling that causes losses and breaks down quality. With a Bishop 10-Bin, 15-Bin or 20-Bin Folder-Sorter at each shirt table, your folders sort as they go—without loss of folding production, with fewer sorting errors—and cut hours per day from bundle-processing time.

**MODELS & PRICES**

**FOR SHIRTS ONLY (BINS 10" WIDE, 15" HIGH, 18" DEEP)**

	<b>1 or 2 UNITS</b>	<b>3 to 5 UNITS</b>	<b>6 UNITS or more</b>
10-Bin Unit, Model B29-1010H	\$69.50 ea.	\$68.00 ea.	\$66.50 ea.
10-Bin Unit, Model B29-1010W	\$69.50 ea.	\$68.00 ea.	\$66.50 ea.
15-Bin Unit, Model B29-1510	87.50 ea.	85.50 ea.	83.50 ea.
20-Bin Unit, Model B29-2010	97.50 ea.	95.50 ea.	93.50 ea.

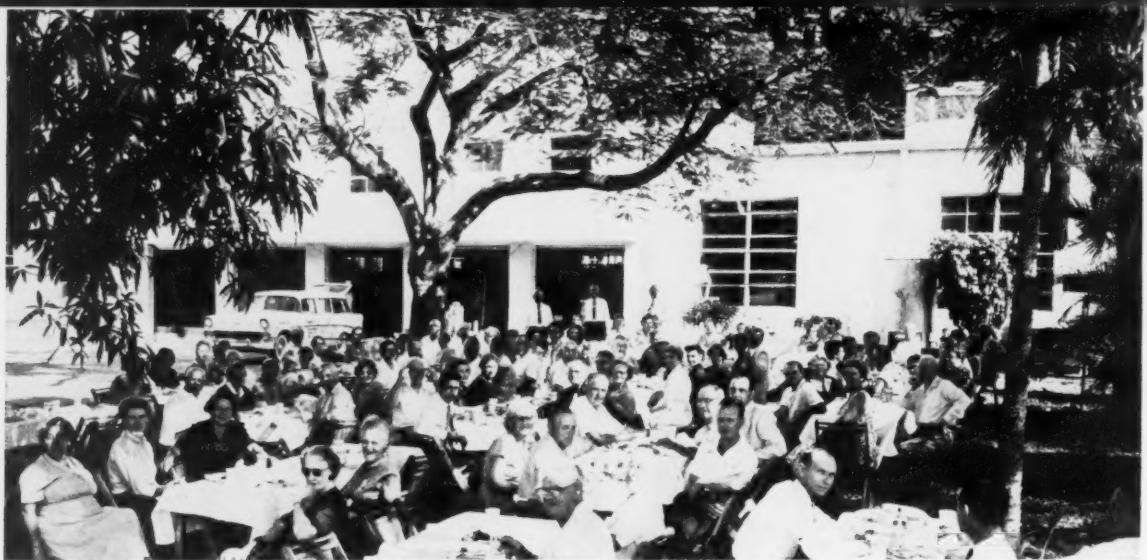
**FOR SHIRTS & WEARING APPAREL (BINS 13" WIDE x 15" x 18")**

10-Bin Unit, Model B29-1013H	79.50 ea.	78.00 ea.	76.50 ea.
10-Bin Unit, Model B29-1013W	79.50 ea.	78.00 ea.	76.50 ea.
15-Bin Unit, Model B29-1513	97.50 ea.	95.50 ea.	93.50 ea.
20-Bin Unit, Model B29-2013	107.50 ea.	105.50 ea.	103.50 ea.

©1956 BDF CO.

**Bishop David Freeman Co.**

MANUFACTURERS, EVANSTON, ILL., U.S.A.



**Outdoor luncheon** for local motel operators is one example of Prather's public relations program. The plant's tree-shaded courtyard makes an ideal setting for such festivities.

## Florida Plant Shows the Way To Better Public Relations

GOOD PUBLIC RELATIONS is just plain common business sense. That's the way Frank Prather of Prather's Laundry and Dry Cleaners explains the enviable reputation he and his firm have earned in Fort Myers, Florida.

Some may argue this viewpoint, since common sense itself seems to be an uncommon virtue and one difficult to acquire.

Some businessmen think of public relations in much the same way they consider a fire department—to be called upon only in an emergency. Not at Prather's, where good public relations is regarded as preventive medicine. It isn't a science nor is it publicity. Anything done by a laundry or its employees creates an impression—good or bad—about the company. The task is to mold the right sort of impression.

### Customer relations

Mr. Prather knows you cannot go out and buy a yard of public relations. It isn't a commodity that can be bought. It must be created. It must be planned. And it takes a lot of effort to make it a success.

Every so often management rolls

out the carpet for the motel owners in the area. Upward of 100 of these operators are feted with a chicken luncheon on the spacious grounds behind the laundry plant. They are wined and dined and enlightened, for the day's activities also include a plant tour. Sales manager C. B. Randall usually conducts the groups and discusses basic laundry problems with them. As a case in point, he may explain the corrosive action resulting from indiscriminate use of bleaching agents on linens. If motel help would refrain from using bleaches full-strength direct from the bottle, he explains, but dilute it as does Prather's laundry, then the life of linen can be prolonged. Thanks to such tips, the motel men go away with new knowledge and keener appreciation of some of the launderers' problems.

Classes of school children accompanied by parents are a frequent sight in this laundry. The small fry are presented with gifts for the occasion, while adults are invited to bring a favorite blouse, sweater, pair of trousers or shirt for free cleaning and pressing during their tour of the plant. Church groups receive 25 cents a head from Prather for bringing their folks on a tour.

It is safe to say that mothers of the children who visit the laundry via their school groups contribute in no small way to the laundry's volume. Especially when it is considered that such groups may number over 100 and are strung out in classes from morning until late afternoon.

Of these tours, Mr. Prather says: "We are simply following the trend of good sales promotion practice in inviting as many people as possible to come into the laundry as often as they can.

"We have had two open-house events when we built the new building and entertained the combined meeting of the local service clubs at a luncheon in which we put on a little burlesque on button-breaking, missing socks, putting holes in clothes and losing brand-new garments."

An example of the services that consistently earn Prather goodwill is the way he handles a group of customers who live on the islands of Boca Grande, Sanibel and Captiva, on the Gulf of Mexico. Prather is the only laundry to venture a route to these island residents, and in season he sends a truck over there three or four times a week. The truck is taken out into the Gulf by a snorting ferryboat

whose owner exacts \$10 toll for each trip.

"During the four-month season," said Mr. Randall, "the route pays off. But it doesn't during eight profitless months. Nevertheless, we want to help keep the islanders' trade, so we send a truck over there every week to cover the route."

Besides giving "cradle-to-crutch" services to private homes, Prather laundry serves over 100 commercial accounts, does most of the city schools' work in the form of linen rentals. And this laundry receives most of the trade from Fort Myers' police and firemen.

#### Employee relations

Since this laundry, which serves five counties, is annually beset by the winter-season demands of twice Fort Myers' normal population of 17,000, the employment situation required a sudden increase from less than 50 to 150 workers. To insure having these employees when needed management combined its need with a bit of civic effort that quietly earned it extra goodwill from citizens of the town. In addition, since there is no reason why a good public relations program shouldn't be directed inward to the company's own personnel, it earns a priceless degree of loyalty from the staff.

Directly across the street from the laundry, management bought a sizable piece of ground. Here was built a row of attractive houses that includes eight duplexes and one large dwelling. These homes were equipped with modern fixtures, and they are the only houses for Negroes that have bathrooms.

Workers at Prather's get first chance at renting these houses. Mr. Prather had long been aware of the inade-

quate housing in his vicinity, and this additional project earned high praise from civic authorities, to say nothing of the gratitude of his workers.

Each summer Mr. Prather took his help out for a beach party. When segregation became an issue, he set the party up on the grounds of the laundry. Every June sees a watermelon cutting. "It only costs \$20," says Mr. Prather, "and it gives us a lot of fun." Once a year a picnic is held here at which prizes amounting to \$200 are awarded for winners of the various events; Thanksgiving sees a festive feast that is well worth the cost of \$150. There is also an annual Christmas party.

"And every time we hold such an affair," says Mr. Randall, "the newspapers give us a big spread."

Thus publicized, these events provide this laundryman with a gold mine of valuable news space.

This realization by management that a public relations program just isn't good if it fails to include a sincere interest in personnel is manifested further in the fact that it constantly operates a system of rewards. These include bonuses for safe driving and route increases, a point system which earns extra compensation for the driver who takes care of his customers and truck, etc.

Length of service is rewarded with a \$100 gold watch for 15 years' employment, and some workers have been with this drycleaner for 18 years.

#### Community relations

A keen sense of civic responsibility involves Mr. Prather in active participation in the local Chamber of Commerce, of which he is a past president. He is actively associated with Kiwanis as a director, is on the hospital board, conducts a young men's



**Sales contests, company housing facilities, other financial and nonfinancial incentives create harmonious labor-management relations. Sales manager C. B. Randall checks results of Sweater Special**

Bible class and is the Fort Myers golf champion. He is also the current president of the National Institute of Drycleaning.

Mr. Prather's reputation is such that not too long ago his appreciative community beseeched him to assume the city's mayoralty reins long enough to straighten out its befuddled municipal affairs.

Taking time out from his busy schedule, Mayor Pro Tem Prather marshaled the city's councilmen to a businesslike program of around-the-clock work. Fort Myers had no money in sight to pay bills, the city's credit had sunk to a depressive low. No effort had been made to formulate the budget—an essential preliminary.

After a serious study of unfamiliar records and civic processes Mr. Prather, in due course of time, was able to announce that the city could go on a cash basis—with all previous bills paid.

Then Mr. Prather, who had simply applied business principles to what is essentially a business operation and got it working, bowed out of the mayoralty picture. Not, however, without the accolades of the citizens and local newspapers. And not without turning down the often-repeated offer to run for the mayor's office at election time.

In the sphere of business management, Mr. Prather has similar know-how. Small wonder that the newspaper space allotted his civic troubleshooting helped boom a business busting its britches to the point where the 24-year-old firm recently was forced into a sizable expansion of its plant and fleet. □□



**Seagoing route salesmen serve Prather's Gulf Island customers weekly 12 months of the year. Route isn't biggest in the house, but it is certainly one of most unusual**



Plant tours and open houses achieve double purpose—satisfy people's desire to see machinery at work and enable plantowner to make good impression upon his community

Part VI in a Series on Supplementary Advertising

## How Plant Tours Can Pay Off

*Properly handled group visits can dispel false ideas, build goodwill and win new customers*

By GERALD WHITMAN

EVER STOP TO THINK how the average housewife envisions the inside of your plant? Does she conjure up a picture of a glorified home washing setup when she thinks of a commercial laundry? Does she imagine the local drycleaner tosses her precious garments into a vatful of foul-smelling chemicals and hangs them up to dry? Well wager that, more likely than not, our average housewife has only the haziest of notions about what goes on in a typical laundry or cleaning plant.

Women are also very practical people, particularly where housekeeping is concerned. If you can create a visual picture of quality, efficiency and cleanliness, you will be in a position to win more new customers than through any other advertising or public relations medium.

And with all factors considered, public inspection of your plant facilities—although requiring more personal effort—will probably achieve better and more lasting results than any other type of promotion.

Plant visitations may seem to be a fairly simple matter at first glance, but they can be a complete waste of time and effort if they are not planned to the last detail beforehand and carried out on an organized basis. You can, if you wish, simply throw open your doors and announce that your plant is open to public inspection at any time. This procedure is not recommended, however, because occasional and haphazard solo visitations will consume too much of your time, interfere with your normal operations and impose a heavy mental strain upon your employees.

Organized visitations can be separated into two general categories:

**1. Open House.** This event can be planned to last anywhere from one day to several weeks and is usually used to mark some particular occasion, such as a new plant opening, remodeling, plant addition, anniversary, civic holiday, etc. Although the open house may last more than a day and may be one of several such events held during the year, each is a one-shot affair. Invitations are extended to the entire community.

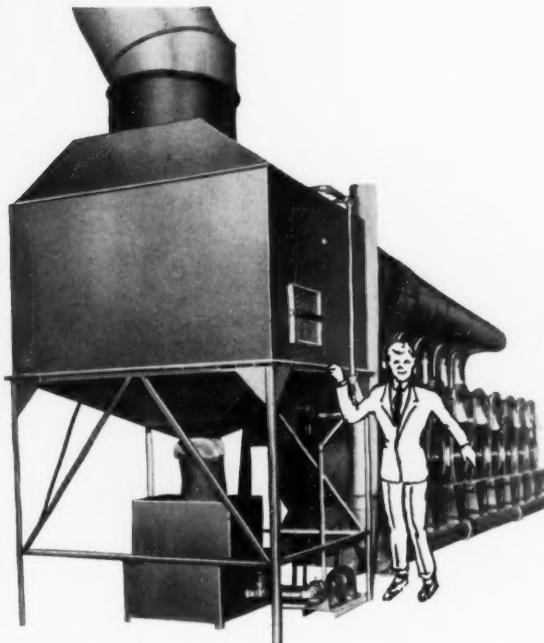
**2. Regular Plant Tours.** These are similar in many respects to the open house, but on a more modest, selective basis. Many plants set aside regularly scheduled days or evenings for tours by one or two church, civic or social

# 5 DAYS' TUMBLER OUTPUT IN 3 $\frac{3}{4}$ DAYS

More successful laundries **DEPEND** on the



**LINT COLLECTOR**  
to increase Output and Profit 30%



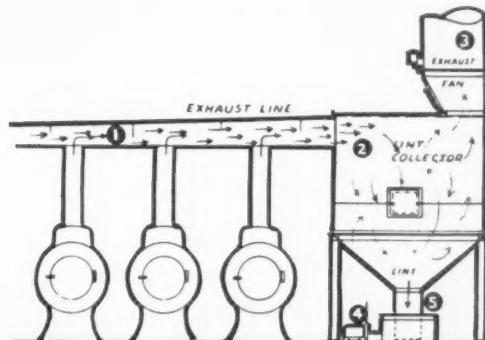
- E/C LINT COLLECTOR
- CIRCULATING SOAP SYSTEM
- LOADING HOPPER

12 Page booklet available by  
letterhead request on E/C  
Specialized Laundry Equipment

If you seek better methods to cut operating costs—increase tumbler production per day, or per week—certainly you should investigate the solid advantages of an E/C Lint Collector. For without effective lint trapping you run increased risk of fire hazards, and serious "down-time" losses. Why put up with it when you can easily install an E/C and knock these problems out . . . cold!

Right now 43 commercial and institutional laundry managers have taken a fresh look at their lint problem. Then acted. They bought E/C engineered for their tumblers and capacities. They depend on its performance as a big help to increase production 30%.

You ask the questions. We'll give complete facts. Show where this real performer fits into your plant, and makes itself indispensable. Contact us now for an E/C Representative or distributor to discuss your requirements. You'll get attentive, prompt action.



*Write* —

876 VAN HOUTEN AVE.

**EASTERN  
CYCLONE**

CLIFTON, NEW JERSEY

*"You Gain With E/C Work Savers"*

**Don't Miss It!**

12:45 P.M. until 3:30 P.M. Tuesday, Wednesday & Thursday  
5:00 P.M. until 8:00 P.M. April 20, 21 and 22

**OPEN**



**HOUSE**

Imagine serving over 8,000 customers — thousands of shirts —  
tons of sheets, pillow cases and towels — thousands of suits and  
dresses — carpets and rugs. EACH WEEK! WE DO! And much  
more too! Come and see Connecticut's most modern LAUNDRY —  
DRY CLEANING — FUR CLEANING and GLAZING — RUG SHAM-  
POOING establishment in full operation! Make it a party — bring  
your family and friends

**Welcome**

**The Red Tag Laundry and Dry Cleaners, Inc.**

Eastern Connecticut's Laboratory of Cleanliness  
Trading Cove, Norwich  
(Ample Parking Facilities) Phone TURNER 7-2541

April 20, 21 and 22

12:45 — 3:30 P.M.  
5:00 — 8:00 P.M.

**Advance promotion** is necessary for good turnout. In addition to having employees distribute handbills (such as one shown here) many firms use radio spots, newspaper ads, billboards, truck decals and personal letters.

groups at a time. Frequency of such tours varies greatly; some plants run them once a month, while others have as many as two a week. A standardised routine or program can be developed for use at each session.

#### Who and how to invite

For special-event open houses, invitations and announcements should be circulated as widely as possible, as much as two weeks before the occasion. These should be designed not only to get as many people into your plant as you can but to derive maximum publicity.

Press, radio and television people should be furnished with announcements and straight news stories. Place paid ads containing information on visiting hours, transportation and parking facilities, and routes to the plant. Buy spot announcements on the local airwaves. Place posters and other exhibits in the windows of merchants, department stores and libraries. Conduct the press on a special preview

tour. If an outside billboard is available it should be used to advertise the open house.

Place placards on your trucks announcing the dates of the open house. Enclose special inserts in your bundles and garments and invite your customers to bring families and friends.

An effort should be made to issue direct invitations to employees and families, retired employees, press and radio representatives, elected officials, officers of service clubs, fraternal organizations, churches, business leaders and other molders of community opinion.

Some plants encourage their employees to distribute advance literature. At a recent open house held by the Red Tag Laundry & Dry Cleaners in Norwich, Connecticut, invitations were extended in person by employees to everyone with whom they came in contact for a period of three weeks before the event. Each route salesman, store clerk and plant employee was given a batch of handbills stating the dates and hours on which the plant would be open for inspection and assuring the reader a hearty welcome.

As the employee presented the invitation he signed his name on the back of the handbill. A cash bonus was presented by the Red Tag management to each of the employees in the three groups (route salesmen, store clerks and plant workers) whose name appeared on the greatest number of invitations turned in at the plant during the open house.

The regular plant tour or special-group visit should be more selective and aimed at definite consumer groups:

**Educators:** High school and college home economics teachers are vitally interested in all problems of home maintenance, including care of textiles. These people teach what they learn to their students. Thus, the good results of a teacher-group visit are multiplied. An instructor who becomes convinced of the need for regular commercial laundry and drycleaning will convince others.

**Women's Clubs:** In every city there are bridge clubs, flower clubs, study groups, sororities, professional clubs, church groups and other women's or-

#### Why Plant Visits Are Popular

1. People like to see how things are made and watch machines in operation.
2. A plant tour establishes a company as an efficient operation.
3. A plant visit shows exactly what steps are taken to insure a good laundering or cleaning.
4. Information secured on a plant visit is retained longer.
5. The open house is a rapid means of building better community understanding. It shows the company to be friendly and neighborly.
6. Employee interest is stimulated because outsiders are given the chance to see and approve their work. It is also stimulated if families and friends are given the chance to see where and how they work.



# ...Star Performance in TEXAS...



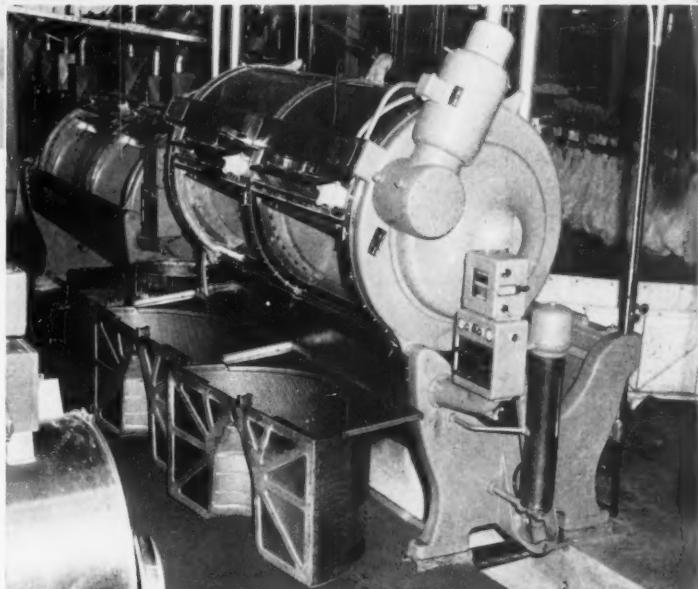
## by **ELLIS** FULL AUTOMATIC UNLOADING TYPE WASHERS

Everything is bigger and better in Texas. When the White Star Laundry of San Antonio built its new \$250,000 plant, the latest type, modern time-saving equipment was installed throughout to insure maximum operating efficiency.

It is the washroom installation where the greatest saving in manpower is reported.

Here the new ELLIS equipment includes three 42" x 84" Open-Pocket Unloading-Type Washers with semi-automatic control, and one 54" Unloading Extractor.

As a result of the unloading feature, ease of control and faster washing, one man can do the work it took six men to accomplish in the company's old plant.



Showing the ELLIS Unloading Type Semi-Automatic Washers in the plant of White Star Laundry. Also includes 54" Extractor not shown.

ELLIS builds a full range of sizes in both Standard and Unloading Type AUTOMATIC WASHERS. The extra economies of these machines quickly pay for the original investment.

*The* **ELLIS DRIER Co.**  
2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

**REPAIR PARTS** — formerly manufactured by General Laundry Machinery Company

ganizations. Housewives purchase more than 80 percent of the nation's consumer goods. In fact, more than half the shareholders in American industry are women. Once they grasp the importance, convenience and quality of professional laundering and cleaning, they will become more frequent customers.

**Men's Groups:** Believe it or not, men are interested in having clean laundry and clothing. A number of plantowners have tried inviting groups of men—with marked success. You could certainly try inviting a group or two and see what happens.

Whether you stage an open house or hold smaller plant tours, don't lose sight of any possible publicity that can be derived from these events. An open house—particularly when there are public officials on hand—will usually draw newspaper photographers and coverage. Always protect yourself, however, by having pictures taken yourself that you can distribute to the press. Let the newspapers know after the event is concluded how many people visited your plant, what they were shown and list the names of all important personages.

It's a good idea to take a picture of the club group at a regular plant tour that you can feed to interested local papers. If the group is small enough, list the names of all those who attended in your follow-up news release. Small town papers are more apt to use all the names while big city dailies are hardly likely to have the space or the inclination.

#### Keep your house in order

However hard you work to set up plant visits your efforts will be doomed to failure if the place is not clean. Nothing leaves a worse impression in an establishment that is supposed to clean things than a dirty plant.

You'll find that cleaning up a plant can accomplish two things. First, of course, laundry and cleaning plants belong to the community, too. If they are run down, untidy and dirty, they suggest to the community in loud terms that the laundering and cleaning done there is of poor quality. But, if a plant is painted, in good repair and clean, the community *knows* that good quality comes from such a plant. The public reasons that those owners and employees have pride in where they work—so they must also have pride in their work.

Employee pride—our second point—can be a direct result of good plant-keeping. It may begin with keeping the plant shipshape for public visits, but it most often becomes a steady

habit that will lead to increased employee morale.

In addition to general cleaning-up, don't overlook the potential danger hazards to your visitors. Install warning signs and paint guide lines. Rope off tour routes and danger zones. Guides and workers should be alerted to watch for visitor safety and comfort.

#### Final preparations

It's a good idea to prepare a souvenir booklet or leaflet that can be used for all types of visitations. This can be done inexpensively. It should tell about your plant and your services. Distribute these to the press, opinion leaders and plant personnel. At the time of the open house or regular plant tour the booklet should be available for general distribution.

Be sure there is a welcoming committee, even if it consists of only one person. All visitors should be met at the door and made welcome. Your employees should be fully versed on the program and each assigned a specific duty, either his regular job or as a special guide. Many plants invite the assistance of their allied trades friends to act as guides and to explain the functions of various departments and pieces of equipment.

Plan your tours in advance and examine for possible hazards to visitors the route that will be followed. Anticipate tour bottlenecks and check elevator capacities.

Make up signs that will tell your

story. Don't rely solely on a guide; guests won't hear everything. At least one plantowner who conducts regular tours has invested \$50 for a Navy-surplus battery-powered hand megaphone to make himself heard over the din of competing equipment. It has not only saved his voice but cuts down on questions afterwards because he can describe what's going on while his visitors watch the operation.

Strange machines should be identified by placards. The function of each machine should be explained briefly on the cards. Keep in mind that signs should be written in women's terms as far as possible. In fact, for women's groups a girl from the office, if properly trained, can be the ideal guide.

#### How to conduct tours

At some open houses, the public is left to its own resources to wander through the plant and identify each process by signs. It's a much better idea, however, to take your visitors through in groups and explain what they see. Small groups of not more than 10 persons are most effective.

In conducting a tour, begin at the beginning. That is, start where the trucks would normally unload and follow each department and operation to its conclusion. Allow your group to spend a few minutes at each operation. Explain as you go along. Point up any quality checks in your operation. In a subtle fashion, tell your audience why and how your plant is

*Continued on page 71*

#### Open House Draws Over 4,000 Visitors

When White Rose Laundry-Cleaners in Memphis, Tennessee, completed a rug cleaning plant addition two years ago, Walter Klyce, firm president, decided to stage a five-week open house. It began with the usual ceremonial ribbon-cutting by a public official.

Management had expected a fairly good turnout but the crowds proved so great that visitations were extended an additional week to accommodate all groups. At the end of the six-week period, 4,432 registered visitors in 252 separate groups had toured the plant's facilities.

How did the event rate such a high attendance? For one thing—in addition to the ribbon-cutting—a number of newspaper publicity stories were capped by almost full-page ads in two of Memphis' leading dailies. Besides inviting the public to visit the plant, the ads featured an offer of a free set of

finger towels for every order placed during open-house festivities.

Outdoor advertising received a good deal of attention, with 20 billboards used on busy thoroughfares throughout the city. In addition, a walking billboard or "sandwich" man was hired to stroll around the congested downtown area six days a week. He was seen by what Mr. Klyce calls a conservative estimate of at least 60,000 persons a week.

Letters were sent to every church-women's organization and every women's social and civic group in Memphis offering to pay the organization or any charity 50 cents for each group visitor.

According to Mr. Klyce, not only did his firm create many new customers from among the actual visitors, but new business was gained from friends and other organization members who could not visit the plant.



**PERFECT ANSWER TO A PRESSING PROBLEM** — The Pilgrim Laundry in Chicago is among the most progressive and efficient in the country. Since their opening day twenty years ago, they have used Prosperity apron cloths for the bulk of their needs. From time to time, they have tested other brands and have kept accurate records for comparison. In not one instance did any other apron cloth equal the wearability that they consistently obtain from Prosperity. This is another example of how fabrics produced by Mount Vernon Mills and the industries they serve are serving America.

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Makes The  
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**Always look for this purple stripe in all PROSPERITY® and ORIOLE® fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.**

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind. • CARMAN-MITCHELL-WING CO., Stonehaven, Mass. CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio • C. C. CHEMICAL CO., Sunnyside, L. I. • JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex.

®Trademark—Mount Vernon Mills, Inc.



**Sales specials** help call attention to Darby's twelfth activated store, which opened last month. This one is located in Pine Hills shopping center, Orlando. Owner Ben Darby, wearing glasses, receives congratulations in doorway

## How To Sell in Shopping Centers

Florida laundryman welds statewide network of activated outlets in decentralization plan

By HENRY MOZDZER

ACTIVATED STORES in shopping-center locations represent Ben Darby's solution to the problem of what to do about shrinking sales volume.

As president and owner of the White Way Laundry as well as Warren's DeSoto Cleaners and Laundry (both of Tampa, Florida), he was perplexed by this problem only a few years ago. Like many another plant-owner, he saw the need for revamping and departmentalizing his operations, but didn't see how current sales returns would justify such expenditures.

After touring the country and visiting the operators of some of the best plants in the business, Mr. Darby realized that the money to make these improvements would have to come from sources outside the home plants. In short, he would have to break away from the centralized operation and depend on other outlets to finance the desired changes at home.

The best way to do this, Mr. Darby

believed, was to establish independent activated stores in shopping-center locations. He worked out an agreement with the management of a food-store chain and followed its stores into newly opened centers with cash-and-carry outlets to be known as Darby's Quik-Wash.

The first such outlet was opened in nearby St. Petersburg three years ago. At this writing, there are 12 such quick-service stores and four package plants in operation, across the length and breadth of the Sunshine State. Wherever Publix Markets go, you're bound to find a Darby installation.

Mr. Darby prefers a shopping center as his habitat because these centers draw the crowds. And because they quite naturally have plenty of parking space—an invaluable commodity in today's motor car age.

Most laundrymen with shopping-center experience now generally agree that it is better to be *near* rather than

*in* a shopping center. One reason for this viewpoint is that they found their customers quite often had to park some distance from the store. And it proved inconvenient for them to lug a heavy bundle across the lot, especially if they were in a hurry.

However, Mr. Darby's arrangement with the shopping-center management is such that this objection has been largely overcome. In most instances he manages to get a corner location which permits him to reserve space for the laundry patrons along the side of the building. Where he is obliged to take an "inside-front" location, arrangements have been made to allow curb service for drive-in patrons.

Darby's Quik-Wash operations are set up to do \$600 to \$700 weekly in damp wash, fluff-dry and other services.

Rents vary from location to location, ranging from 5 to 10 percent of gross sales. Over-all labor costs, manage-

# PRIME SOHP



## PRIME SOHP IS EASY TO USE . . .

**It comes all made up and ready for action . . . PRIME SOHP** has just the right amount of soap and builder in each homogenized grain.

**Suds in sight . . . wash is right.** Simply add PRIME SOHP until the signal suds appear. You get a perfect wash every time.

**Streamline your washroom.** No soap tank to boil over . . . no stock solution to make . . . no non-productive, back breaking work.

Order a supply of PRIME SOHP from your distributor today.

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**Beach Soap Company • Lawrence, Mass.**

*128 Years Continuous Progress in Manufacturing Fine Soap Products*

---



**Quick-service** equipment includes two 25-pound fully automatic washers; 24-inch extractor; one twin-cylinder and one 36-by-36-inch tumbler. Small bundles are processed in three-tub open-top unit without netting. Larger washers handle big bundles and rugs. Tankless water heater supplies water at proper temperature

ment believes, should not exceed 30 percent of gross.

Darby management gives no thought to the possibility of expanding the operation in a shopping-center location. Rather it prefers to open another plant nearby which can serve as a mother plant for the Darby outlets in the area. The "mother" plant would handle the overflow work and do flatwork and finishing as well as other chores that the feeder is not equipped to tackle.

As a case in point, Darby's has a Quik-Wash outlet at the Pine Hills shopping center and a package plant in the Colonial Plaza shopping center. Both are located in Orlando. The Quik-Wash does wetwash and fluff-dry bundles. Its drycleaning orders are

processed by the package plant which offers a shirt finishing service as well as a quick-wash service. If it became necessary to expand, management would think of establishing another plant to serve as the "mother unit." It would not necessarily have to be located in a shopping center or a high-rent location. Its primary function would be to get the work out for the firm's other outlets, which would act as feeders.

The success of Darby's Quik-Wash operations is based on these principles: quick service, and what Mr. Darby calls "measured cost."

**Quick Service:** On-the-premise services can be rendered in as little as one hour's time. Work which must be

sent to a sister plant is returned the next day, if it is received by 11 o'clock in the morning.

**Measured Cost:** The Quik-Wash operations feature a banner that reads: "Family washing for as little as \$1." The price, Mr. Darby says, is based on the weight of the average bundle coming into the plant. The sign is meant to raise questions and it does. Women want to know if their family bundle meets the qualifications to be entered at this price. Very often it does.

Another point on which management prides itself is that the customer is told exactly how much the order will cost at the time the bundle is brought in. *Continued on page 24*



**Package plant** in Colonial Plaza shopping center, Orlando, features reserved parking area, and offers laundering as well as drycleaning services. Note louvered windows above and below signs

# Washroom Force REDUCED BY TWO MEN



## DOMESTIC LAUNDRY, Wichita did it with TROY Fullmatics®

Converting to Troy Fullmatic washers is paying off big for Domestic Laundry, Inc. of Wichita, Kansas. Domestic replaced nine washers with four new Troy Fullmatic Slyde-Out models and an Olympic extractor. So far, this equipment has eliminated two men and is expected to eliminate a third.

In addition, Russell H. Johnston, Domestic's vice president, reports more uniform quality washing with Troy's automatic controls.

To find out how converting to Troy washers would pay off in your plant, take advantage of Troy's free Survey Service. A trained Troy man will be glad to check your present equipment, methods, volume and other related factors. From this data he'll compute the dollars-and-cents figures you want on amortization and comparative production costs. The odds are you too can convert to modern Troy equipment—with the same kind of savings!

### FREE LITERATURE . . . MAIL COUPON

# Troy

**LAUNDRY MACHINERY**

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

**TROY LAUNDRY MACHINERY, Dept. SLJ-656**

**Division of American Machine and Metals, Inc.**

**East Moline, Illinois**

Please send free literature on . . .

Laundry Washers       Olympic Extractors  
 Without obligation, send details of your free Survey Service.

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE STATE \_\_\_\_\_

ATTENTION MR. \_\_\_\_\_



*a good break*

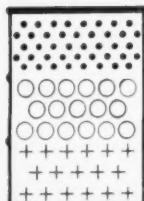
*for any formula...*

## **AND TOPS AS A BUILDER, TOO—**

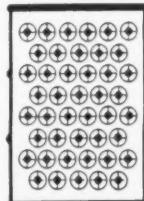
# PENSAL

**SILICATED alkali**—one of the active ingredients of PENSAL®—suspends more soil, conserves soap far better than caustic soda products. In break or soap tank, on all types of soil, Pensal's controlled dexterity results in uniform, thorough washing of every piece—and that spells satisfied customers for you.

**COMPARE PENSAL** with any other alkali! Pound for pound, Pensal goes farther—often more



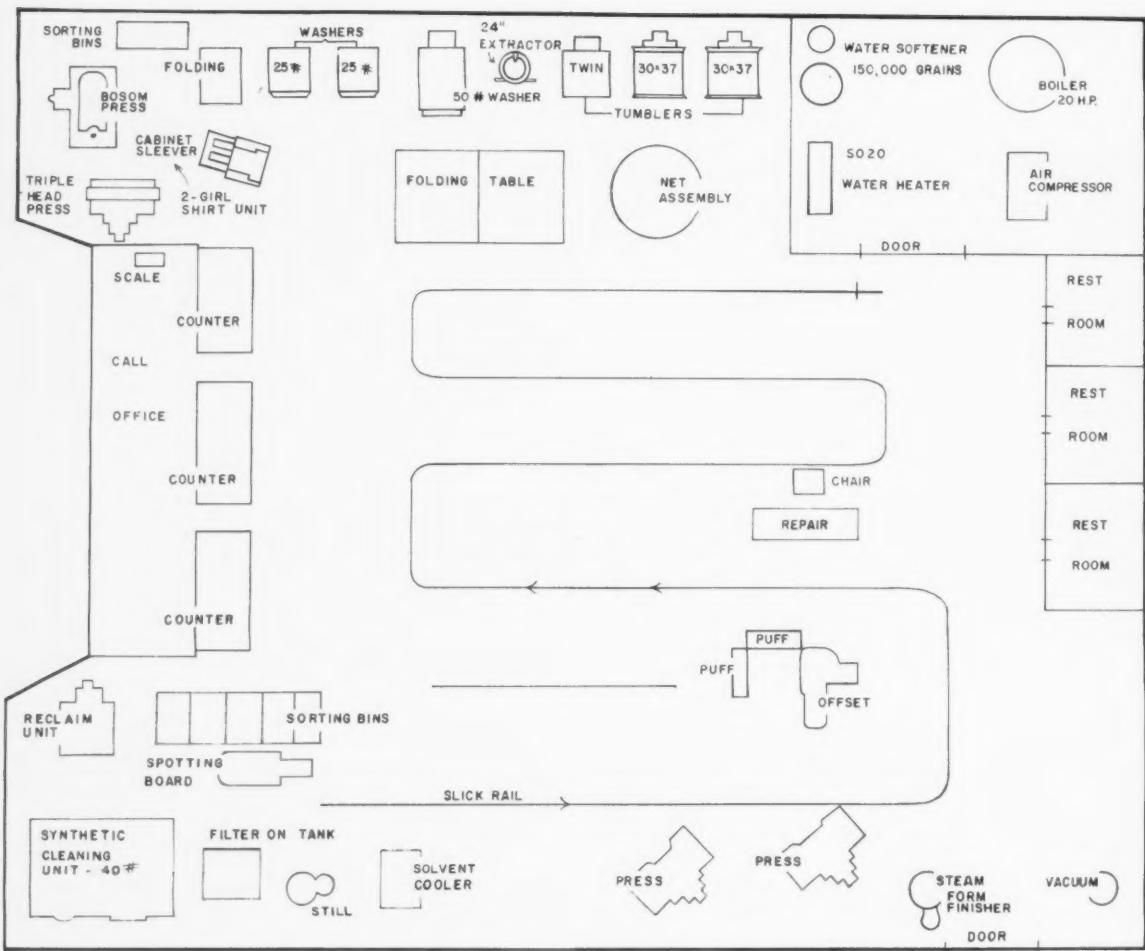
## IN ORDINARY DETERGENTS,



**IN PENSAL,**  
ingredients are fused  
into homogeneous,  
dust-free particles,  
uniform throughout  
the drum; this unifor-  
mity makes every  
break and suds oper-  
ation consistently  
thorough.

**FROM FIBER...  
TO FABRIC...  
TO LAUNDERING—**





**Floor plan** of package plant in Orlando's Colonial Plaza shopping center, equipped to handle volume of \$2,500 per week. It is housed in area measuring 50 by 60 feet, cost approximately \$60,000

*Continued from page 20*

Ben Darby sums up the company's policy this way: "Our whole aim is to please the women. We try to show them that we can do the laundry cheaper than they can. And we try to give them what they want."

To keep pace with consumer demands, the shopping-center outlets follow suit on shopping-center business hours. They stay open from 7:00 a.m. until 9:00 p.m., operating with a minimum of three girls working on a staggered shifts. And it pays off. According to Mr. Darby, approximately 18 percent of the branch volume is brought in after 6:00 p.m.

#### Opening tied in with center

The opening of a new outlet is geared to coincide with the opening of the shopping center. In this way, it shares in the hullabaloo that such events inspire. These centers always open on Tuesdays to attract the ladies

who might be too busy with household chores to turn out on a Monday.

Darby's plants always feature some kind of special during the first five days of the opening offering; for example, three for the price of two on drycleaning orders.

To maintain public interest further, these outlets also hold weekly drawings awarding such prizes as napkin, tablecloth, towel and bathroom sets or, as Mr. Darby says, "things that we can wash."

Then every six weeks, the outlet will have a drawing for a jackpot prize. It might be a television set, one of a number of household appliances, or small washers suitable for doing stockings and underthings which represent "stuff we don't want to do," quoting Mr. Darby again.

#### Darby's package plant

The package plant operation in the Colonial Plaza shopping center

is geared to do \$2,500 per week. It opened in February of this year and has already hit the \$2,000-per-week sales mark. Approximately 25 percent of the volume is in laundry work and 75 percent in drycleaning. During the course of the week the plant reportedly handles 2,000 pounds of damp wash and dry-fold, and 1,800 to 2,000 shirts (priced at 5 for \$1). The base rate on drycleaning is \$1.

The plant is run by a working manager who handles the cleaning and spotting. His vantage point at one side of the customer counter at the front of the plant enables him to supervise all facets of the operation and to counsel customers on fabric or staining problems.

This plant occupies an area measuring 50 by 60 feet and is said to have cost between \$50,000 and \$60,000.

At the present time, Mr. Darby's plans call for the establishment of 12 more activated outlets in Florida shopping centers. □□

# HUEBSCH

*The name to remember for*  
**LAUNDRY EQUIPMENT**



## HUEBSCH TUMBLERS

Fast, efficient laundry dryers... from the world's largest manufacturer of commercial open-end drying tumblers. Available in both gas and steam-heated models—in four sizes.

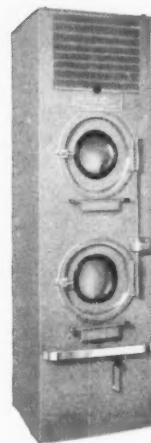
## HUEBSCH WASHERS

Trouble-free, easy-to-operate design—with the famous 37-inch drop that guarantees good washing every time. Stainless steel. 50-lb. capacity. Choice of automatic, semi-automatic or manual controls.



## CABINET STYLE TUMBLERS

Beautifully modern streamlined design—in your choice of any color. Gas-heated and steam-heated models. Comes in three sizes.



## TWIN-CYLINDER TUMBLERS

Each cylinder has 15-lb. capacity—perfect for small loads. Only 27½ inches wide. Gas or steam-heated models.



## HY-DRY TUMBLERS

Compactly designed to go through a 28" door... yet a full-size 16-pound heavy-duty commercial tumbler. Convenient operating height... controls and burners easily accessible from front. Gas-heated.



## FEATHER RENOVATORS

Takes flat and lumpy pillows and makes them like new. By simply removing hopper, model shown can also be used as a regular drying tumbler.

Ask your Huebsch representative for complete details—or write us direct.

**HUEBSCH MANUFACTURING COMPANY**  
3775 N. Holton Street, Milwaukee 1, Wisconsin

# 1955 — The Industry's Best Year

AIL survey reveals sales hit new high, profit percentage remained steady

LATEST SALES FIGURES indicate that laundry business was consistently good in 1955 and better than in 1954. But a preliminary report on operating costs shows that the national average profit picture stayed at about the same 3.5 percent of sales before taxes.

These figures were compiled and released by the American Institute of Laundering last month in its Service Bulletin (No. 495-2). According to this report, laundry sales went up 3.8 percent and are estimated at \$746,284,000 for the year 1955.

Encouragingly enough, drycleaning sales in laundries went up, too. Sales for this important sideline were estimated at \$194,533,000.

Total laundry-drycleaning receipts, according to reports received from all parts of the country, averaged 4.3 percent higher than in 1954.

The West South Central region—which includes Texas, Oklahoma, Arkansas and Louisiana—led the nation with a reported 6.89 percent increase in laundry sales, while the New England states showed the smallest percentage gain, amounting to an increase of only 1.38 percent.

But the region showing the greatest laundry gains did not make the same strides in boosting its drycleaning business. The West South Central states experienced only a 5.4 percent increase on this score, while the South Atlantic States (embracing West Virginia, Maryland, Delaware, District of Columbia, Virginia, North Carolina, South Carolina, Georgia and Florida) noted a 13.49 percent increase in drycleaning compared to a 4.13 percent increase in laundry sales.

The AIL report discounts the effects of price increases on total sales volume saying such increases were

"minor . . . scattered . . . and not significant."

Employment remained steady, too, with only a .4 percent increase noted over 1954, indicating that the plant operators did more work with just about the same number of people.

## No change in profits

According to the AIL's Preliminary Report of Operating Cost Percentages (Service Bulletin, No. 497) the national average profit amounted to 3.5 percent before taxes. This was based on a study of figures submitted by 300 member plants.

At first glance, it would appear that increases in the cost of Indirect Overhead and Sales and Distribution expenses were responsible for keeping profits at the same level they were in 1954. But savings in other categories apparently negated these differences so that 1955 Total Expenses were actually 1.62 percentile points lower than the year before—averaging 94.22 percent. While this would indicate that profits should be higher—around 5.78 percent of sales—the report makes this observation:

"Plants with good accounting detail tend to show lower expenses. For example, many plants show no power costs. Others show no building overhead. They lump their expenses for these classifications into machinery overhead. Plants using less detailed accounting systems seem to pull down the profit average for the industry.

"The result is that if totals are added for those plants that keep complete records, it is found that their profits average almost 2 percent higher than plants with incomplete records."

The report then goes on to suggest

that a better idea of the profit picture can be had by adding the executive salaries back to the profits. Following this suggestion it would appear that the smaller plants—those doing less than \$2,000 weekly—produced the larger margin of profit, or about 10.94 percent before taxes with 4.96 percent in operating profit and 5.98 percent in executive salaries.

Whatever way you look at it, the plants in the East South Central cost district (which takes in the states of Kentucky, Tennessee, Mississippi and Alabama) appear to be operated more profitably than those in any other district. The average profit here was 7.15 percent before taxes and executive salaries were the highest, too, averaging 5.23 percent.

## Limited comparison

These statistics, as AIL's Accounting Department admits, have their limitations. Plantowners should remember that they are comparing their own figures against those of an imaginary plant with operating percentages based on averages of many organizations.

It would be unfair to criticize these reports for the things they didn't cover. But many laundrymen feel that some record of the number of pounds of work processed each year would provide a more stable gauge against which to measure industry progress than sales figures alone.

Others believe that some means should be devised to show, year to year, how industry sales progress is keeping pace with population growth.

The final Operating Cost Percentages Report will be published within the next few months. □□

## LAUNDRY BUSINESS TRENDS

### New York

four weeks ended  
Apr. 28—1.3% more than last year

M. B. Weiser & Co., New York

### New Jersey

four weeks ended  
Apr. 28—1.3% more than last year

M. B. Weiser & Co., New York

### New England

Apr. 7—2.1% more than last year  
Apr. 14—12.0% more than last year  
Apr. 21—6.2% more than last year  
Apr. 28—4.2% more than last year

Carruthers & Co., Boston

### Southeast

Mar.—11% more than last year

J. R. Wilson & Co., Atlanta

**BANISH YOUR WEARING APPAREL  
BUG-A-BOO**

**ONE OPERATOR  
at ONE STATION**

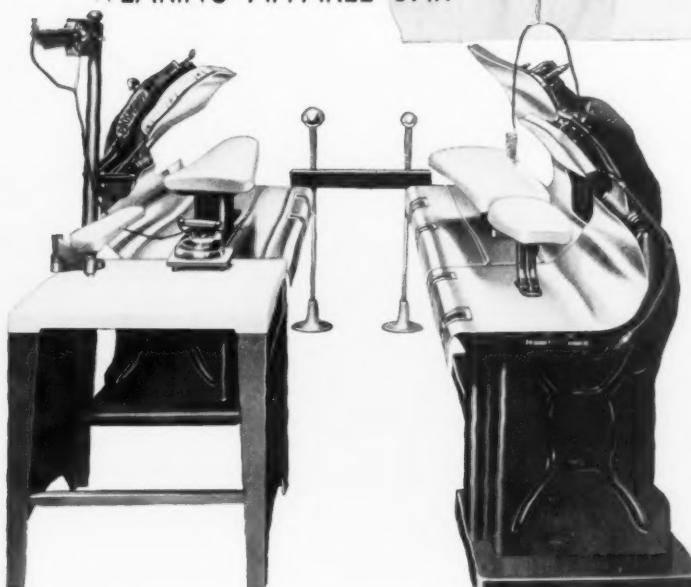
finishes every piece  
of Wearing Apparel  
regardless of  
material or styling

**FINISH FOR MORE PROFIT**

Costs in finishing  
WEARING APPAREL  
have been cut  
up to 50%  
with a

**PROSPERITY**

*All-Purpose*  
WEARING APPAREL UNIT



Conveniently arranged for  
sustained high production.  
All Prosperity facilities  
for faster, finer finishing.

- Buck shapes that do most and cut time on lays
- Steam and vacuum
- Sleeve Board
- Puffer Heads
- Electric Iron
- Spray Gun

WIRE or WRITE for Literature

**The PROSPERITY**  
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,  
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS  
Company Inc. Patent Pending  
Reg. U. S. Pat. Off.

Main Office and Factory, Syracuse 1, N.Y.

Sales, Service and Parts in Principal Cities





Modernization of old plant (left) did much to encourage new business; labor-saving did the rest in getting it out. Plant has not been appreciably enlarged (right) but volume has increased by almost half in seven years

## Gearing a Small Plant for Big Business

Soaring sales volume shows size is no measure of productive capacity

By HARRY YEATES

**"BIGGEST LITTLE LAUNDRY in the Northwest."** That's the way Bill Hirsch's Anchor Laundry & Dry Cleaners in Minneapolis, Minnesota, is often referred to—and with just reason.

In spite of the fact that the plant faced the danger of splitting at the seams nine years ago, it has managed to increase its volume another 40 percent with almost no appreciable increase in the size of its physical property. The laundry still measures the same 40 by 120 feet and only the small drycleaning department behind the plant has been subject to a modest expansion program.

Today, Anchor Laundry does a volume of \$10,000 per week—two-thirds of this is laundry and the remainder drycleaning.

How can a small plant build its volume up to this level? Anchor does it by:

1. Installing all the labor-saving equipment space will allow and making use of it.
2. Providing employees with incentives to encourage speed and teamwork.
3. Establishing new outlets for customer convenience.
4. Encouraging route salesmen to solicit new business constantly.

Four new call offices around the city act as proof of an expanding business within a laundry operation that hasn't enlarged the layout during the years Bill Hirsch has been in the laundry management business. Exist-

ing circumstances have prohibited him from acquiring the property on either side of the present laundry site so any increase in production had to come from within.

This plantowner was a driver on a route in this area for 31 years and knows the value of his routemen in promoting new business in family-bundle orders. Anchor now operates with 10 routes; one is used to pick up branch-office bundles, one is a commercial route on hotel accounts, eight are family routes.

The plant shows a 10 percent increase in laundry sales during 1955 over the previous year. Mr. Hirsch believes this has been achieved as a direct result of the harmonious relationship between him and his 55 employees. A large percentage of the

**save time at the  
boiling point**

**...with**

**Clinton®**

**starches**



No lost time at your starch cooker. No standing and waiting for the old pot to boil. You process uniforms and aprons on schedule . . . save costly labor hours.

Save time other ways too, thanks to fast penetrating action . . . easier ironing.

And customers like Clinton-starched uniforms. They appreciate the crisp freshness . . . the flexible finish . . . the pleasing appearance.

All say "OK" when their uniforms are starched the Clinton way.

... and remember

technical service in connection  
with your specific problems  
is available without obligation.

**Quality products**

FROM THE WORLD'S CORN CENTER



**CLINTON**

CLINTON CORN PROCESSING COMPANY

CLINTON, IOWA

New drive-in offices such as this one have helped Anchor get greater volume than it could get through the plant call office alone



personnel has been working in the plant for at least 5 to 10 years.

*Family bundles coming into the plant from the routes consistently average 32 pounds. (Another proof that quality hasn't been sacrificed for speedy production.) Bundles are brought in the entrance at the rear of the plant and immediately weighed in by the plant manager, Ken Lunceford, or the superintendent, Frank Schoonover. A conveyor carries them up to a balcony marking room. This element of speed from the very beginning has contributed to a steady flow of work in and out of the plant.*

Damp-wash bundles are separated from the dry wash. These go with the economy bundles. A pin-and-net identification is used and lots average 600 pounds. Shirts are all hand-marked and come into the plant at the rate of 1,200 to 1,300 a day. Colored nets indicate the degree of starch to be used in each lot.

Sorted bundles from the balcony marking room are dropped down a chute into baskets that are placed approximately in front of the first washing unit. The three washmen can take the bundles out of the baskets and place them in the washers without losing any time in transporting the loads.

The plant has three self-dumping, semi-automatic washers, one four-pocket, one two-pocket, one single-pocket and two small washers for fugitives and wools. All of this equipment is arranged compactly side by side at the back of the plant. In addition, two 54-inch extractors and one 26-inch extractor were installed as close to the washing units as possible.

A monorail system loads and unloads the two removable baskets into three trucks. The extractor loads are divided at the shakeout table into commercial or family lots. One truck runs down the side of the plant to a row of nine tumblers. The other two

trucks are designated as either flatwork commercial work or family bundles. Depending on the type of work, the contents of these baskets are run through either one of the two six-roll ironers set side by side in the middle of the plant. Therefore, the bundles are put through the ironers with a minimum of lost motion.

#### Shirt unit incentive

Shirts are trucked by hamper load to the finishers at the front of the building. Two 3-girl units average 160 shirts an hour and turn out 6,800 shirts a week. Employees are paid on the basis of a 5-day, 40-hour week and receive a straight salary on a total of 45 shirts an hour. Production has been on the increase for over a year with an incentive plan of one cent per shirt over this amount and two cents if it's a dress shirt or spun rayon. Base price for a finished shirt in the plant is 27 cents.

Three garment press units are used for commercial uniforms and other wearing apparel. These girls are on a straight salary.

#### Drycleaning climbs

The petroleum cleaning department was installed 10 years ago as a sideline. First-year volume was \$46,000 and in 1955 volume was up to \$150,000. A recent addition along the back of the cleaning plant has increased the floor space by 10 feet. The dry-cleaning department occupies the only space available for expansion at present in back of the laundry plant.

With the addition of two new press units to make a total of eight in the department, plantowner Hirsch anticipates a volume increase of \$10,000 this year. □□



Shakeout tables are located close by Anchor's compact, mechanized washroom for smooth, orderly workflow

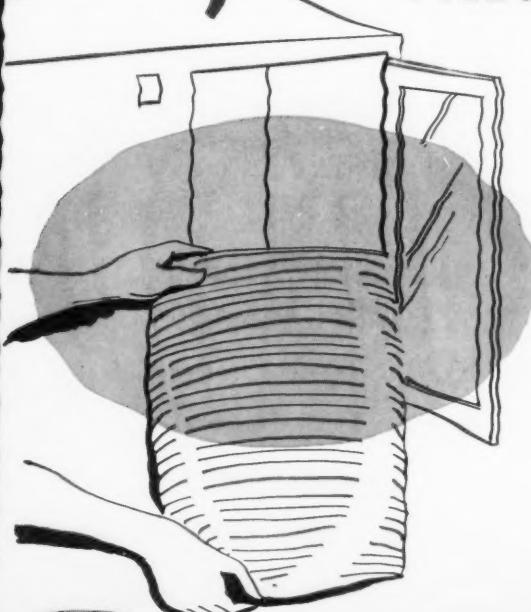


operator dumps in  
feathers ...

# Pil-O-Bar

## Automatically

CLEANS • FLUFFS • DEODORIZES  
PILLOW IN **MINUTES\***



operator removes tick  
full of clean feathers

High speed impellers feed the feathers into the wheel. Here feathers are further fluffed and dust is removed. Ozone and ultra-violet rays make them sweet smelling and clean. Feathers are automatically drawn into new tick at the end of the cycle. Timer shuts off fan motor — automatically sets Pil-O-Bar for next load.

**\*Time cycle adjustable**

The timing cycle can be set for any period up to 5 minutes.



**Pil-O-Bar**  
PILLOW SANITIZER

STAINLESS STEEL CONSTRUCTION

WICHITA PRECISION TOOL CO., INC.



450 N. Seneca  
Wichita, Kansas

# laugh 'n learn



## Don't blame Opal for all the mistakes.

She's smart enough to know that improper starching can be a factor in poor finishing.

Satinette used properly gives sufficient body and smooth, beautiful fronts, collars and cuffs.

Real economy—and quality, too. No waste, fewer go-backs, greater production. No wonder leading laundries use Satinette exclusively to build customer satisfaction and bigger volume.

**THE KEEVER STARCH CO., Columbus 15, Ohio**

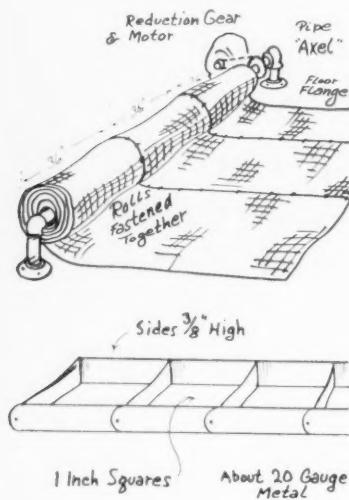
Corn, wheat and other grain products for industry since 1898



*Reprints of this ad are available from your Keever Jobber.*

# Rhapsody in Bellew

AFTER A YEAR on the West Coast I finally got out of California to hunt gadgets in two more of my eleven-state territory. This time it was a portion of Oregon and Idaho. Talk about the Great Open Spaces . . . distance means nothing out here. Thought it would be nice to travel by car, but I spent all my time driving . . . little time for visiting. From now on I'll be known as "Airline" Bellew.



## Sand Trap for Rugs

Had a nice visit with Fran Blomquist at his big Troy Laundry & Dry-cleaning Co. in Caldwell, Idaho. Fran showed me a gimmick in his rug cleaning department I figured a lot of you could use. Caldwell is in an area that has a very sandy soil and the rugs that are brought in for cleaning are always loaded with the stuff. Without the big conventional-type rug beaters it was a problem how to do a better job of rug cleaning.

At Troy the rug-room floor is covered with strips of roll-up type metal matting, each strip 3 feet wide and 16 feet long. The rug is placed on the matting with the pile side down. Then the operator goes over it with his carpet beating machine, and he feels he gets a great deal more of the sand out than by simply scrubbing it with the pile side up as most small rug cleaners do.

Fran says he got the idea from seeing these mats in dairy plants where they are used to prevent employees

slipping on milk-covered smooth concrete floors. The mats are made of a nonrusting alloy of about 20-gauge metal and the sides are  $\frac{3}{8}$  inch high, with inch-square openings that allow the sand to drop out of the rug during the beating process.

At the moment it is quite a chore to roll out and position each of the 3-by-16-foot strips, then roll them all up after using them. Next step is to fasten all the sections together to form a single 15-by-16-foot section fastened at one end to a long axle made of pipe and powered with a small motor and the reduction gear off an old tumbler. This will allow faster and easier handling of the matting.

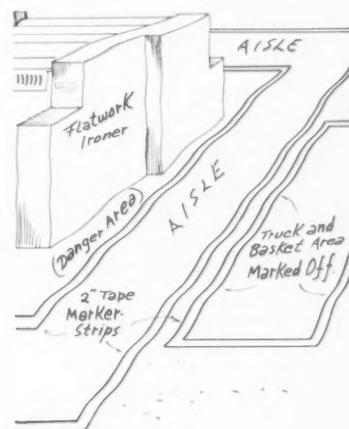


## Empty Bags Drop Off

I noticed something at Boise's American Linen Supply Co. that may be old to most, but I can't recall seeing it before. It has to do with the monorail conveyor for the drop-out type bags used to convey work around the plant. I've seen a lot of them where the girls open the bottom of the bag and shake the load onto their tables, then the bag moves on still attached to the conveyor.

Here Manager Walt Wells uses a homemade 'S' hook, permanently attached to the conveyor trolley. The hook has a 6-inch-long chunk of 1  $\frac{1}{4}$ -inch-thick solid bar-stock on one end for a "counterweight." So long as the

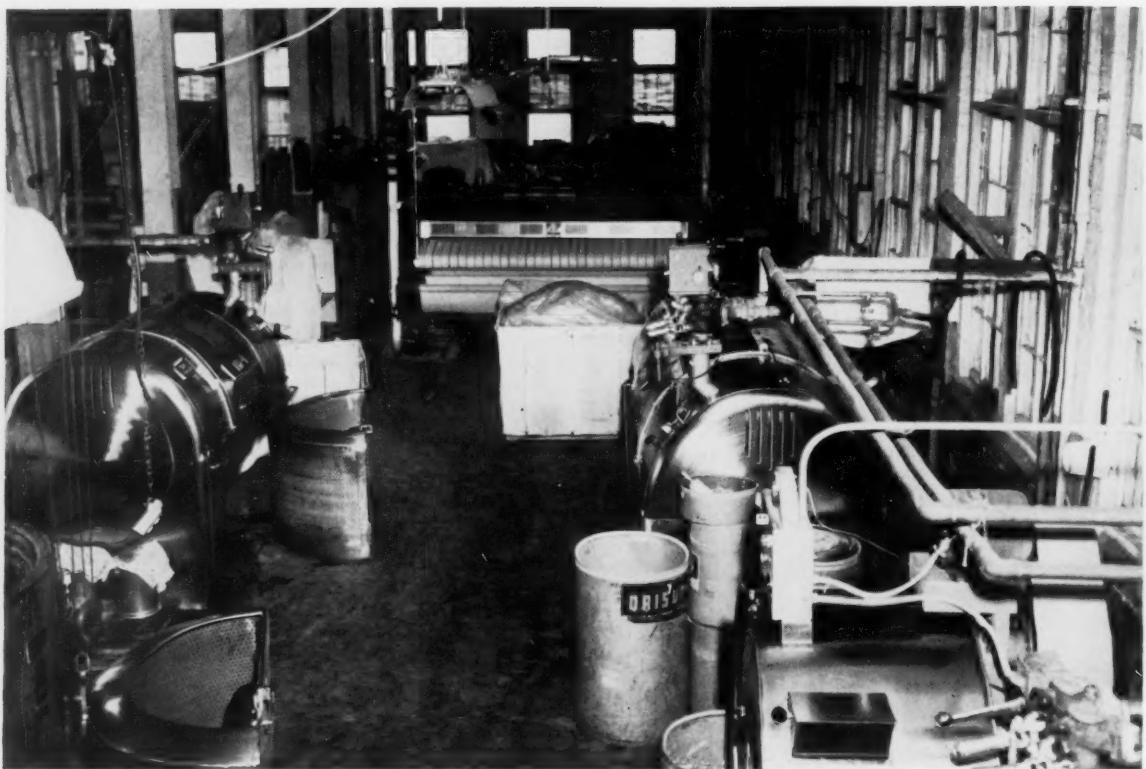
bag is loaded, it hangs securely to the bottom of the 'S' hook for its ride across the plant. As soon as the bag is unloaded via the pull-cord on the bottom, it becomes lighter than the 6-inch metal counterbalance, which then drops down. This raises the carrying end of the 'S' hook and very neatly lets the empty bag drop off . . . all ready to be reloaded for another trip around the joint.



## Tape Markers for Safety

In Boise, Idaho, Walt Wells, manager of the American Linen Supply Co., showed me around his immaculate plant. I was particularly impressed with the measures he's taken to keep people from coming in contact with hot equipment and away from potentially dangerous machinery. His plant is actually marked off in the way of aisles and safety zones with 2-inch-wide strips of brilliant yellow pressure-sensitive tape. The marked-off aisle alongside his flatwork ironers, for instance, is such that any person walking along within the area bordered by the tapes can't possibly be endangered by any part of the ironers.

This yellow tape is used for another worth-while purpose, too, and contributes much to an orderly looking plant. Areas throughout the plant are taped off showing just where hampers and trucks are to be positioned when they aren't in use. Really looked good. (If you're interested, this tape comes in almost any color . . . red, yellow, green . . . and is called "pressure-sensitive tape #471" . . . 2 inches wide. Made by Minnesota Mining Co.) □□



No piece of equipment in Forest City Laundry is more than five years old. Management spent approximately \$30,000 to reequip its operation with latest in labor-saving machinery

## **Modern Equipment Makes the Difference**

**Nutmeg plant triples its business volume  
on heels of extensive revamping program**

By **HENRY MOZDZER**

NEW MACHINERY and equipment made a big difference in the operation of the Forest City Laundry, Inc., in Middletown, Connecticut.

For one thing, the reequipment helped to increase laundry sales volume threefold in the past five years.

Secondly, while more work is handled, the staff is no larger now than

it was before the revamping program was put into effect.

Thirdly, it eliminated the necessity of paying overtime, since the capacity and speed of the new units make it possible to process all the work in a regular 40-hour work week.

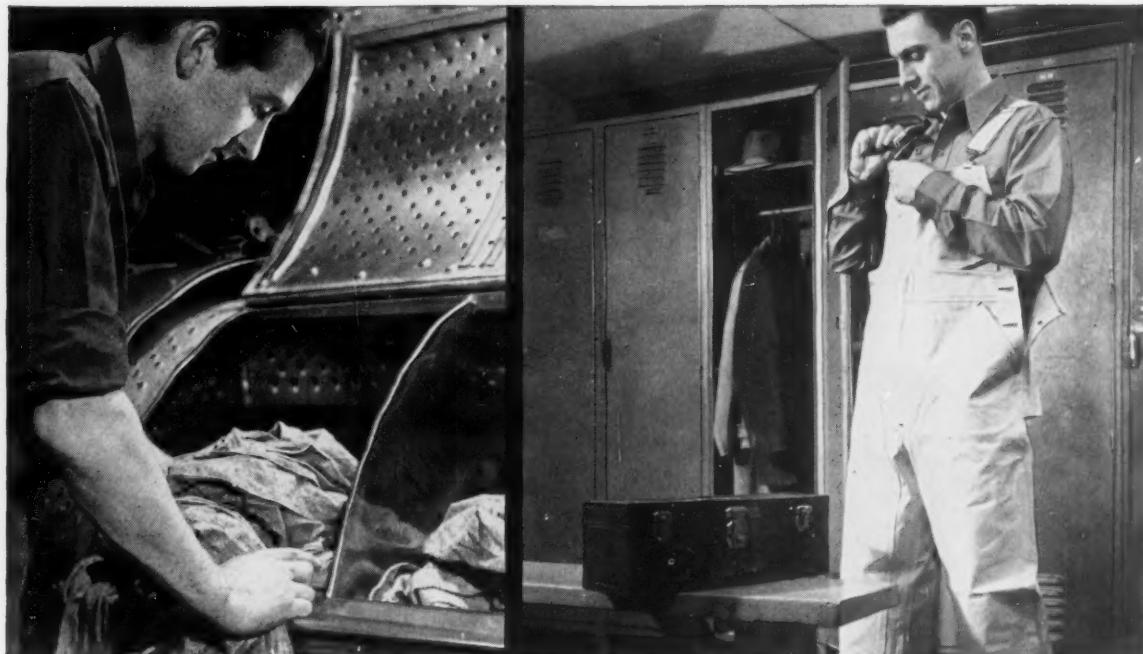
In addition to all these advantages, there is less down time for repairs;

the work is done faster, more economically, and the firm can boast of an even better quality product.

Forest City Laundry is a family corporation. It was founded by John Ehlers, who now has nearly 50 years service in the industry. While he still takes an active interest in the firm's operation, the plant is now managed by his sons, Neal, Jack and Warren.

The brothers began the reorganization program five years ago. They were in the business to stay and, having decided this course, went out to provide themselves with the best tools available to do the job well.

The Ehlers started buying new equipment in 1950, and went at it with a will. They pulled out the four wooden washers and got rid of the old lineshaft and its belt drive. They replaced these units with three new automatic washers: a two-pocket 42-by-84-inch (350-pound capacity) for handling flatwork and towels, a 42-by-36-inch (150-pound capacity) for shirts, and a 50-pound side-loading model for color work. The extracting chore is done in a brand-new 50-inch extractor with removable basket. In



**Dow Sodium Orthosilicate**  
**cleaning compound is the soap builder**  
**that gets work clothes cleaner and**  
**BRINGS THE BIG BUNDLES BACK**

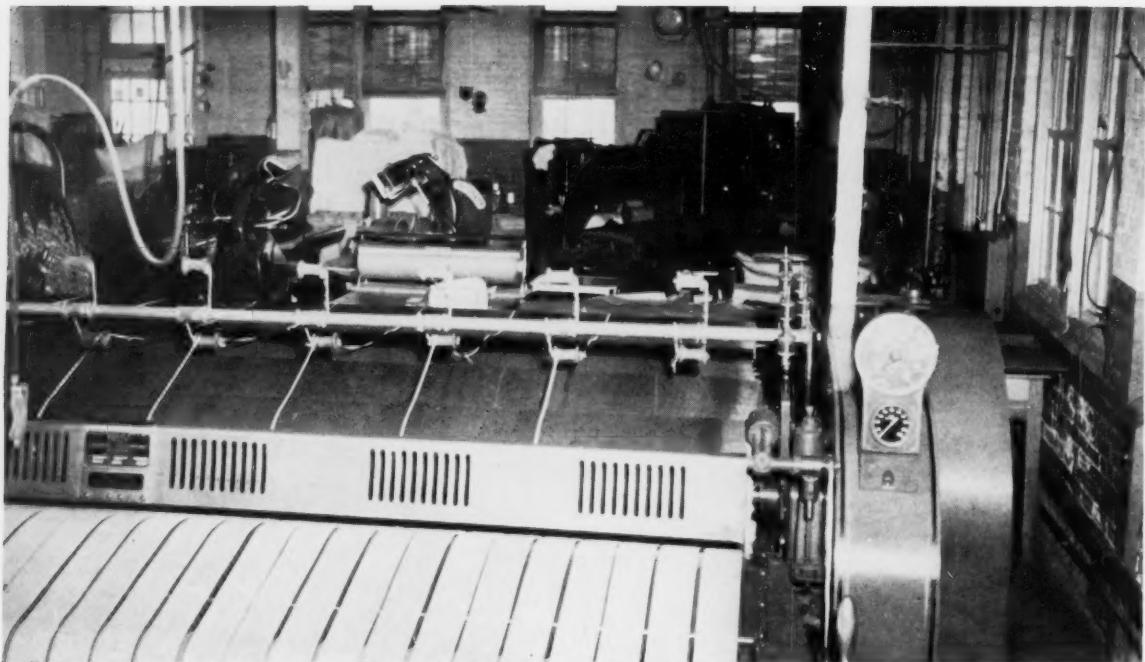
The big bundles of extra-dirty work clothes come back time after time to the laundry that gets them clean with economical efficiency. And load after load, Dow Sodium Orthosilicate does this tough job while saving soap costs . . . because even greasy, grimy mechanics' shirts and plumbers' overalls wash *cleaner* in a *single* cycle. Dow Sodium Orthosilicate can be used alone on the break to remove heavy soil *before* the soap solution is

added. Its high alkalinity neutralizes soil acids. It *keeps* insolubles in suspension . . . and this fine soap builder rinses easily from all garments.

For heavy-duty effectiveness at greater savings . . . call the nearest Dow sales office today for the name and address of *your* Sodium Orthosilicate distributor, or write directly to THE DOW CHEMICAL COMPANY, Dept. AL 3661-5, Midland, Michigan.

*you can depend on DOW CHEMICALS*





**Finishing department** is now in full view of cash-and-carry customers who enter plant call office located in background at left. Activity stimulated customer curiosity and stimulated sales.

the drying department they acquired three new 36-by-36-inch tumblers.

The finishing department, too, was revamped completely. The old 5-roll ironer gave way to a new 4-roll ironer. (The latter is currently being run by a crew of five girls—two feeding, two folding and one wrapping. The "shake-out" is done by the feeders with no loss in production.)

Besides replacing a wearing apparel unit, the brothers also bought two new shirt units—one a conventional 2-girl with triple-head press and two-lay sleeve; the other a 2-girl full cabinet unit which is currently producing 3,500 to 3,600 shirts per week.

The management prides itself on the quality of its shirts and is pleased to note that the traffic in this service has increased considerably in the past five years. Where the plant formerly did about 2,000 shirts per week, it now does about 5,200 weekly.

Customers like the Forest City Laundry shirt service because of the quality of the washing and finishing operations. Another reason is that they bear no laundry mark—not even an invisible one. The reason for this is that Forest City also adopted a new marking system during its revamping operations. The shirts (as well as wearing apparel and work trousers) are identified by a color-and-alphabet-coded tag which is stapled to the garment. These tags are removed before

the order is returned to the customer.

Regular shirts are priced at 25 cents apiece and 17 cents if included in a bundle. Sport shirts cost 35 cents.

Every new piece of equipment resulted in some labor savings but increased business has necessitated the hiring of additional personnel so that the staff is now just about the same size as it was before the change. There are 16 people on the payroll, not including the three brothers and two route salesmen.

How does new equipment increase sales? Once the plant was reequipped,

management decided to take out the partitions in the call office to let people see how their work was processed. This activity, plus the 10 percent cash-and-carry discount, has doubled the volume of over-the-counter business to the point where it is now doing almost as much as the firm's two routes.

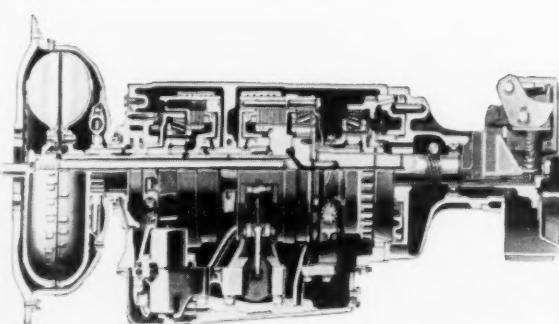
The management has already invested in the neighborhood of \$30,000 in new machinery and equipment to modernize its operations. But it isn't through yet. Next step calls for the installation of a brand-new drycleaning department. □□



**New trucks** build company prestige on road and helped increase pickup-and-delivery sales. Neal Ehlers (left) talks with route salesmen about plans for new drycleaning department.



## A MODERN ECONOMY CHAMP that puts extra money in your pocket year in and year out!



Here's one big reason why you save with Chevy...**Hydra-Matic**. And this advanced automatic transmission makes hauling smoother and easier than ever before.

They're the champs of the lightweight class, these new Chevy Pickups, Panels and light-duty Stakes—and that means unsurpassed *economy* as well as power and performance!

Consider, for example, the economy aspects of Chevrolet **Hydra-Matic** transmission.\* This modern automatic transmission not only gives you the ease of no-shift hauling . . . it also *saves you maintenance money* because the hydraulic coupling protects universal joints, rear axle gears and shafts, rear tires and engine parts from shock loads.

And the advanced heavy-duty 3-speed\*\* and 4-speed\*\*\* transmissions provided in new Chevrolet light-duty models are moneysavers, too! Their extra-rugged construction is added assurance of *dependable* operation that keeps costs down.

You'll find there are *many* such reasons why these new Chevy models are the economy champs! If you're out to save money, see your Chevrolet dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

\*Optional at extra cost in Series 3000 models.

\*\*Optional at extra cost in all Series 3000 models.

\*\*\*Std. in Series 3500 models, extra cost option

in other Series 3000 models.



## NEW CHEVROLET TASK·FORCE TRUCKS

Anything less is an old-fashioned truck!

# Nationwide Armour Velva-millions of new customers

Top-Notch Local Promotions, Teamed with Exciting VELVA-SOFT Quality Features, Boost Profits for Professional Laundries From Coast-to-Coast... Border-to-Border



DETROIT, MICH. . . . Miss Velva-Soft and Mrs. Detroit Institute of Laundering lead a parade of 30 laundries.



CHICAGO, ILL. . . . Great Northern Laundry's big window display space.



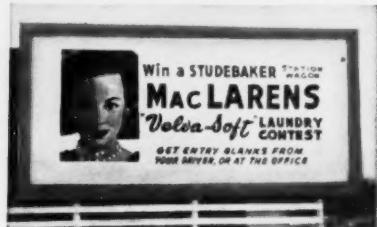
YOUNGSTOWN, OHIO . . . Thornton Laundry puts Velva-Soft on TV.



TOLEDO, OHIO . . . Crystal Laundry's eye-catching exhibit at Sports-Home show.



LAKELAND, FLORIDA . . . Lakeland Laundry and Cleaners tie-in with local auto dealer.



AUSTIN, MINN. . . . MacLarens, Inc., tells public of Velva-Soft contest with eye-catching billboards.

2-Page LIFE Advertisement, Plus Tons of Promotional Material, Pulls Orders For More Than 6 Million Entry Blanks



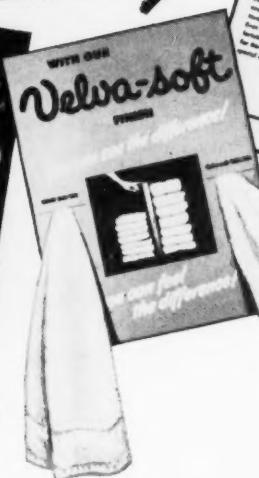
This overwhelming response is proof people prefer laundries that use Velva-Soft—and proof of the extra profits you can expect.

People *see* the difference! Towels are fluffier... more absorbent. Whites are whiter. Colors brighter. Customers like the *feel* of a Velva-Soft finish! Rough muslin sheets are luxuriously soft. Stiffly starched shirts lose that irritating scratchiness. Laundry becomes truly *velvet soft!*

Try this amazing fabric softener! Send for a trial order right away!

# Soft® Contest attracts for professional laundries!

And now—  
use this big colorful  
promotion package  
packed with everything  
you need to keep new  
customers coming in



Send for the Velva-Soft  
PROFIT PACKAGE—Packed  
Full of Eye-Catching  
Banners, Posters and  
Other Sales Getting Aids.

## MAIL THIS COUPON NOW!

Armour Soap Division, Industrial Soap Department  
1355 West 31st Street, Chicago 9, Illinois

Please have representative call and explain the VELVA-SOFT PROFIT PACKAGE.  
 Send free VELVA-SOFT booklet and price information.  
 Please send me trial order (with a money-back guarantee) of new VELVA-SOFT with BLU-BRITE—125 lb. drum @ \$27.50.

Check     Money Order     Bill Me

SL 6

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

FIRM \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

ARMOUR

Soap Division  
INDUSTRIAL SOAP DEPARTMENT

# What Makes a Laundry Organization Tick?

By LEONARD R. Viner  
*Arcade-Sunshine Company*  
Washington, D. C.

A VERY INTERESTING question, the answer to which is eluding so many of us. We need to learn an answer quickly or else some of us will be industry statistics and no longer with us next year.

We in the laundry industry for years have been improving by process of evolution. Hold on to your hats because we're now in the midst of a revolution—of ideas, mechanization, supplies and procedures. If you miss the brass ring, you're in for a mighty rough ride.

Why, you ask, is it so necessary to make your organization "tick"? Need I remind you of large plants in your home areas which have shuttered up or else been absorbed by more aggressive competitors?

The league you are playing in is getting tougher by the day. Higher costs of operation, demands of labor, increased taxes and more liberal social security and unemployment benefits are forcing the laundryowner to be more efficient to survive. Arcade-Sunshine, for instance, under the new minimum wage and hour law faces a slight increase in payroll of \$3,400 a week commencing next March [or \$176,800 a year]. Only part of this increase will be accepted by our customers. The balance will have to be absorbed by us through more efficient operation.

The success and growth of any organization is dependent upon its top executive. What qualities must he contribute to the organization to make it tick?

**Desire.** Without it he is lost. He must have the will to succeed and see his company progress. He must take pride in desiring his firm to be the finest in the industry.

**Application.** He must be a doer, not a wishful thinker. He must produce results, not promises.

**Ability.** Ability is nothing more than "experience and know-how." Ability creates the confidence necessary for sound decisions and good leadership.

Without these qualities a man is not an executive. An executive is not judged by the hours he works; he is evaluated by the results and success of his organization. The fact that you work the longest hours in your company or do the most work doesn't make you an efficient executive. In fact, the reverse is often true. Our industry's most crying need is executive leadership. Each of us who buries himself in administrative detail or physical production is actually not satisfying this critical necessity and is hindering his company. I repeat—the three necessities of a good executive are: (1) desire; (2) application, and (3) ability.

Okay! There's our man to run the organization. He ticks with the following:

1. Organization
2. Policy
3. Communication
4. Personnel
5. Tools of the trade (equipment and supplies)
6. System and control

Now let's break them down!

**1. Organization.** When a business increases in size, problems of administration and management become increasingly important and require greater consideration. As expansion continues the owner must deputize the manual side of his business by hiring personnel to perform these duties and when there is further growth he deputizes part of his mental work by hiring assistants.

It has been said that to successfully manage any enterprise one must organize, deputize and supervise. This requires a charted table of organization with functions well defined. Top



Leonard R. Viner received his BSE degree from the University of Pennsylvania with the class of 1935 and continued his formal professional education by taking accounting and advertising courses at the American Institute of Laundering in 1937. He was also a graduate and president of the National Institute of Dry-cleaning's 60th Class in 1946. From 1942 through 1945 Mr. Viner served as a special agent with the Federal Bureau of Investigation.

executives should know the functions they are responsible for and should be given complete authority over their operation. The ability of any business to survive decades and generations cannot be dependent upon one individual but rather on solid organization.

**2. Policy.** Basically, company policy is established by ownership. However, such principles should be developed in conjunction with management executives and top supervisors. The carrying out of company policy has a much greater potential for success if the individuals responsible for its fulfillment have a prominent position in its development.

Once policy is determined as a guidepost for operations, everyone in the organization must be informed and sold on the idea that the policy established is best for the company

**In the July**

## **STARCHROOM LAUNDRY JOURNAL**

**look for these**

# **FIVE WAYS TO MAKE MORE MONEY**

### **1. PLEASE THE LADIES**

Know exactly how the housewife wants her bundle finished? You stand a better chance of selling more of your services when you know what the ladies think of your routemen, your advertising, pricing, packaging and delivery policies. The July JOURNAL reveals these "secrets."

### **2. WATCH YOUR ROUTES**

With route operations costlier these days, it pays to make the best and most efficient use of your sales representatives' time and talents. The July JOURNAL tells how to do it.

### **3. STAGE A CONTEST**

There are a number of ways you can keep employees on their toes, giving their best, 12 months a year. One way is a contest, and the July JOURNAL gives you a blueprint for one.

### **4. ADD SIDELINES**

Now's the time to start thinking about those extra dollars you can make when the Fall rolls around. The July JOURNAL will help you be sure you're ready with the additional services customers need.

### **5. PUT ADVERTISING TO WORK**

In the months ahead, build and keep the business that's rolling into the plant. Another practical chapter in the series on supplementary advertising is on the way. It's in the July JOURNAL.

## **STARCHROOM LAUNDRY JOURNAL**

**ABC/ABP**

**First in the Laundry Industry Since 1893**

**305 East 45th Street, New York 17, N. Y.**

**Business Papers Division, The Reuben H. Donnelley Corporation**

and everyone connected with it, regardless of status. The lowest echelon can then act with knowledge and confidence as to the company's position.

A thoughtful procedure for policy development carries with it periodic reappraisal and constant implementation in the light of new knowledge. The laundry industry is not static and as knowledge is broadened and new ideas set forth, flexible policy insures future progress.

**3. Communication.** Company policy must be communicated throughout the organization. The feelings of management should be known by everyone. No matter how good company organization, policy and controls are, they will be ineffective unless they are made known. Personnel in the organization have a right to know what management expects from them and what they may expect from management. The best ideas, thoughts and intentions are worthless unless they are communicated and understood.

**4. Personnel.** We in the laundry industry sell nothing but labor. Labor is people. No matter how good an organization or how sound a company policy, its success depends on the people who make it work. It is therefore incumbent upon management to see that proper personnel is employed. Whether the work is administrative or productive, supervisory or nonsupervisory, the matching of the right people to the right job is essential.

Testing should be employed. It is more economical to spend money finding people capable of doing the job in advance of hiring than to use the trial-and-error method.

The backward state of the educational side of employee training in our industry is startling. Our employees are given an opportunity to learn by

observation and absorption, but are rarely taught. Is it any wonder that the accumulated errors and wasteful methods and high costs have persisted? A well-established training program, although seemingly costly, proves an economy when new employees are placed on the production line.

Human efficiency is dependent upon good morale and spirit. Pride of workmanship should be encouraged. Merited praise will do wonders toward stimulating increased effort and interest in work. Every person should have the feeling that he is an important and integral part of the organization.

**5. Tools of the Trade.** A skilled, well-trained employee has the right to expect good tools with which to work. The plant should be well laid out and lighted to aid in the process and flow of work. The machinery and equipment should be up-to-date and properly maintained. They should be of high quality and able to adequately perform the function for which they are acquired. Don't forget a capable worker with proper tools is an important essential to good production, good morale and a successful laundry organization.

**6. System and Control.** The development of system and coordination of activities is a function of top management. The success of carrying out company policy is determined to a major extent by the controls established to indicate failure in following established firm policy. This applies to productive and administrative procedures. The productive system requires the bringing together of the factors of production to obtain a large output with a high standard of quality.

The administrative system requires

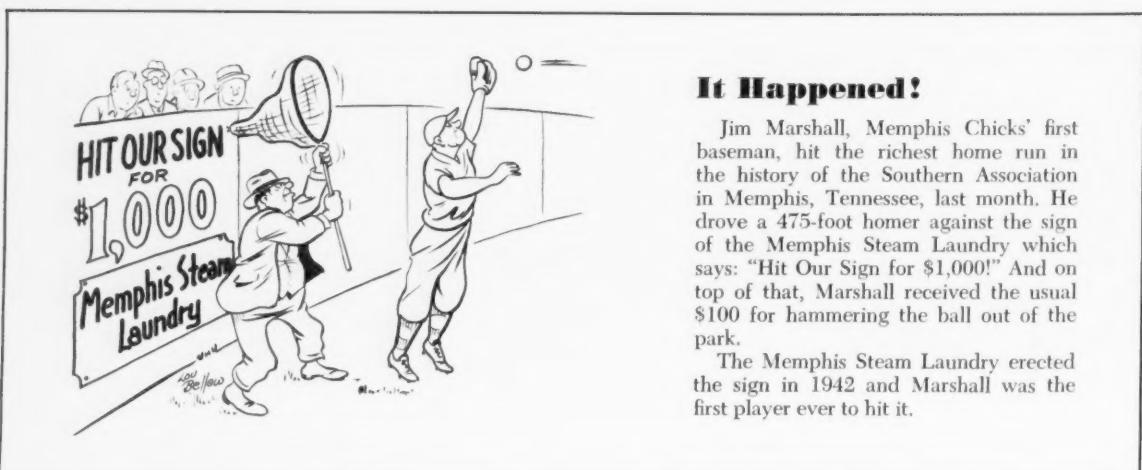
the bringing together and controlling of financial and statistical information to determine what has been done in the past, and to aid in the forecast of what can be done in the future. On the basis of past experience, as determined by accurate, adequate records, it is possible to project future output costs and profits. Systems require constant appraisal, review and adjustment. This is especially true as new production and clerical methods are installed. High standard of control is the key to efficient and successful operation.

Okay, there's your organization. Unfortunately, it's not something you can see—but rather something you sense—something which reflects on the last line of the yearly profit-and-loss statement. Patience is necessary, since good organization takes time to build and more time to make it start ticking.

Organization must be important when our greatest financial dynasties such as General Motors, U. S. Steel and Du Pont take such pains to have the finest. It must be of value when one realizes the fastest rising members of our industry are adept at creating it and making it spark.

At the start, little will show, but later as the worries and problems of ownership diminish you'll realize its value. How many of you feel free to take a vacation or go to a convention and, when you do, actually relax and enjoy it? Or if you are out of the plant because of illness, can you be confident that everything is running smoothly?

I want to leave with you one thought and that is, "The most indispensable man in any organization is the key executive who can be away for a while and still have the firm run as well during his absence. That man has put the tick into organization." □□



## It Happened!

Jim Marshall, Memphis Chicks' first baseman, hit the richest home run in the history of the Southern Association in Memphis, Tennessee, last month. He drove a 475-foot homer against the sign of the Memphis Steam Laundry which says: "Hit Our Sign for \$1,000!" And on top of that, Marshall received the usual \$100 for hammering the ball out of the park.

The Memphis Steam Laundry erected the sign in 1942 and Marshall was the first player ever to hit it.



**Work quality goes up . . . customer satisfaction goes up . . . washroom production goes up . . . and as a result, profits go up** when you use Ozonite in your washroom.

Scientifically balanced Ozonite is a *complete* soap. It's ready for immediate use just as it comes to you from the factory. And because Ozonite is a product of uniform quality, it offers superior dirt removal, excellent whiteness maintenance and safety to fabrics—load after load.

What's more, even in inexperienced hands, Ozonite gives quality control because the suds level tells your washman when he has added just the right amount. When he sees the proper suds level, he'll know that the washing mixture is neither too heavy nor too light on soap or builder.

Give Ozonite a thirty-day trial soon. That's all it will take to convince you that Ozonite makes washing easier, more economical.

\*the *complete* ready-to-use soap.

*Procter & Gamble*

Bulk Soap Sales Department, P.O. Box 599, Cincinnati 1, Ohio

# SAVE

with



## AUTOMATIC CONTROLS

C/L Automatic Washing Controls precisely guide every step of the washing operation, following your washing formula! Savings are enormous in man-hours, water, electricity, fuel, supplies and in prolonged life of merchandise handled. C/L Controls can be easily installed on your existing equipment. They pay for themselves quickly and pay continuous dividends thereafter in savings to you and in customer satisfaction!

### One of these is the right model for YOU

#### • • MODEL 501 • • • • •

- Opens and closes outlet valves
- Opens hot and cold water inlet valves and closes them at desired water level
- Controls three water levels
- Thermostatically controls one temperature
- Signals operator for supplies
- Rinsing operations are fully automatic
- Change of formula accomplished in seconds



#### ← • MODEL 200 • • • • •

- Opens and closes outlet valves
- Opens hot and cold water inlet valves and closes them at desired water level
- Controls four water levels
- Gives water temperature required and controls it accurately by opening and closing steam valves
- Thermostatically controls three temperatures
- Signals operator for supplies
- Rinsing operations are fully automatic
- Change of formula accomplished in seconds

#### • • MODEL 100 • • • • • →

- Opens and closes outlet valves
- Opens hot and cold water inlet valves and closes them at desired water level
- Controls four water levels
- Gives water temperature required and maintains it accurately by automatically opening and closing steam valves
- Thermostatically controls three temperatures
- Signals operator for supplies
- Rinsing operations are fully automatic
- Has temperature gauge, water level indicator, and electrically illuminated annunciator which indicates at all times which operation is in progress
- Has extra circuits which can be utilized to introduce supplies
- Change of formula accomplished in seconds



**CUMMINGS-LANDAU**  
LAUNDRY MACHINERY CO., INC.

305-17 TEN EYCK ST. • BROOKLYN 6, N.Y. • TEL. HYacinth 7-1616 • Cable Address "CUMLAMAC"

### HERE'S WHAT USERS SAY . . .

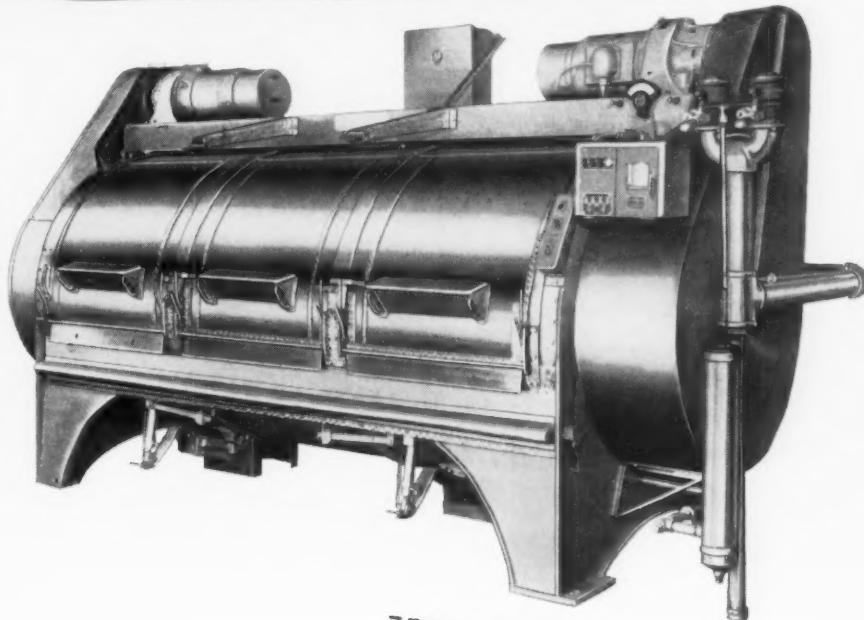
- " . . . is paying for itself at the rate of 60% a year".
- " . . . eliminates 75% of washroom overtime . . . greater washing capacity . . . saving in washroom supplies".
- " . . . this washer now turns out 25% more work daily . . . saving in manpower . . . also a saving in power costs".

(NAMES ON REQUEST)

*CUMMINGS-LANDAU manufactures washers that need...*

# NO MAINTENANCE!

Illustrated: mammoth C/L stainless steel washer, 126" long, with double end drive. C/L washers are tailor-made to your requirements to suit any size or type of extractor, with pocket capacity to match your basket size. From 24" to 64" in diameter, up to 160" in length and in dry weight capacities of 50 lbs. to 2,000 lbs. per load. Available with all types of pockets, designed for maximum ease of loading and unloading. It's the finest washer ever made. Get the facts today!



## Yes... we mean exactly that!

A C/L washer requires no maintenance other than periodic lubrication. You don't need a master mechanic to service it. Costly break-downs are eliminated once-and-for-all!

The secret lies in the superb engineering, the simple, rugged design. Yes, C/L washers mean an end to mechanical breakdowns... plus many other exclusive points of superiority. Check the partial list at the right—then write, wire or phone for the complete C/L story today! It's an eye-opener... a money saver!

### C/L EXCLUSIVE FEATURES

- ① C/L EVERTITE CYLINDER DOOR LOCK.\* Won't loosen under heaviest pounding! Split-second action! Gives for greater sealing pressure!
- ② C/L SEALOMATIC TRUNNION SEAL.\* Absolutely leakproof, maintenance-free! Gives you full life of trunnion bearings!
- ③ C/L RIGID FRAME.\* Unique cradle suspension gives you practically noiseless, vibration-free operation!
- ④ C/L COMPRO-SEAL\* Shell Door Assembly. The shell door assembly, for standard or low front machines, that's really splashproof!
- ⑤ C/L CYLINDERS are arc-welded of the finest MONEL METAL or STAINLESS STEEL. Sturdy, simple, indestructible.

\*PATENT PENDING

*finest...simplest...most rugged washers ever made*



**CUMMINGS-LANDAU**  
**LAUNDRY MACHINERY CO., INC.**

305-17 TEN EYCK ST. • BROOKLYN 6, N.Y. • TEL. HYacinth 7-1616 • Cable Address "CUMLAMAC"

# Giveaways Get Results

Novelty door-openers attract, hold and salvage customers . . . and at little cost

NOVELTY GIFTS are useful sales tools when properly used, according to plantowner Arthur Koenig of Home Laundry & Dry Cleaning, Inc., Milwaukee, Wisconsin. Through their consistent use his plant has been able to increase its gross volume almost 10 percent per year.

"We do about \$130,000 per year," Mr. Koenig reports. "Three percent of that wouldn't go very far advertising in the newspapers. The phone book alone, which is necessary, takes a good share of it even before we get started. So we need another solution to the advertising problem."

Home Laundry uses novelties in these ways:

1. To keep the name of the plant before the public.
2. As a door opener to pave the way to new sales.
3. To keep old customers pleased and expectant.
4. To reestablish contact with a former customer.

Those are the results the gifts accomplish. The methods of accomplishment include some of the old tried-and-true ways, and a few new wrinkles of Mr. Koenig's own.

The novelties range in value from printed pencils costing only a cent or two to plastic phone-dialing aids at 9 cents and kitchen hot pads for 13 cents. These are scheduled to go out regularly to all customers once a month. Other gifts go out between times whenever there's a reason for them—as in solicitation of new customers or in reestablishing contact with an old customer, or often at the request of a customer. Once or twice a month Home includes in its bundles a couple of bars of hotel-size soap promoting the brand name of the supplies it uses, or a couple of pencils.

Everything that goes out is imprinted with the Home Laundry name.

"When it's a good item like a hot pad," Mr. Koenig reports, "the routeman will just hand one to the customer. As with the other monthly gifts, it's never wrapped or put into

the bundle. We believe the personal contact with the customer is important. It gives the routeman a chance to talk with the customer and ask about her cleaning or her shirts or some other service we offer. And it also gives her a chance to offer any comments on the work. As long as we talk with all our customers once a month, we feel the relationship will continue to be friendly.

"The value of the hot pad is proved by the demand. A few weeks after she gets one, the housewife, in 75 percent of the cases, will ask for another. Sometimes she wants one for herself, sometimes for a friend. The routeman, of course, always has them on his truck but he never gives it to her on the spot. He makes her wait a week. That adds the element of suspense as she starts wondering when he'll bring it, and if he'll remember it. It helps us to get to know our customers better."

In area solicitations the novelty gifts also go with the routeman. He doesn't have to make a strong sales pitch, according to Mr. Koenig. If he gives the housewife the gift and just has time to tell her he'd like to handle her laundry needs, the mission usually is accomplished because the name of the laundry and the phone number are on the gift. If the housewife will listen, however, the route salesman will go on to try to get a bundle from her on the spot.

## Entree to old customers

The novelties are equally handy in getting in touch with old customers. Mr. Koenig keeps close weekly watch over his accounts so he knows when a customer disappears for a few weeks. When he notices this, he calls the routeman and requests an explanation in writing, feeling that this adds more incentive for the salesman to find out what happened. The salesman then calls with a gift and later submits his report.

"Usually we find they've bought



**Hot pads** at 13 cents are plantowner Koenig's most expensive item. Novelties range down to small soap bars, pencils, all with Home name

washing machines," says Mr. Koenig. "That doesn't stop us. The routeman goes back—with a novelty to get her shirt business. He'll tell her nobody likes to do, or should have to do, shirts. And he gets them. Then he tries to get the bigger items, always trying to reduce the use of the washing machine to small things like lingerie. We possibly have as many customers with automatic washers as we have without them."

In each case, the novelty gives the routeman the excuse to go back, and it opens the door for him when he gets there.

Mr. Koenig encourages his routemen to make just five extra stops per day, with gifts. That's enough, he says, to keep his customer list growing. One routeman maintained an average of four new customers per month, net, throughout 1955 without any general solicitations.

When the endless requests for donations come in the front door, instead of cash Mr. Koenig always gives novelties in one form or another.

For instance, if there's a church social, Mr. Koenig always gives—but he gives a door prize or attendance prize. Whenever possible he'll offer to donate the tickets, and have his ad message printed on the back. He'll always offer enough of his ad pencils to take care of all the bridge tables or whatever other games there might be that require pencils. Gift certificates are another standard "donation" he offers. So in all cases he gets across an advertising message with his donations, and they become promotional novelties.

Mr. Koenig spends \$1,500 per year on novelties. That, coupled with phone book advertising, is his surefire way of keeping the Home Laundry business growing. □□

# \$1 MINIMUM WAGE LAW AFFECTS YOU, TOO!

## The Law Exempts You, But Competition Doesn't

### Pocock's Corner

I explained last month how good quality of oils and greases are the most economical in the long run for operation of your ironer. This is just as true of the "clothing"—padding, cover cloths and aprons. Here again we often find the purchasing agent trying to earn his salary by buying cheap "clothing" for the ironers until many of these important items have degenerated into a poor grade of junk. Let us remember that the manufacturers of these machines specify the best materials because they are interested in the continued satisfactory operation of the ironers. Their engineers have given careful study to the proper type and quality of materials for each type and part of the machine. For your own interest in long range economical and efficient operation of your ironers, it will pay you to stick closely to their recommendations. And since shutdowns, if only for an hour, can be darned expensive in sales dollars lost, to say nothing of wages, I strongly suggest that you keep on hand a complete supply of replacement items. I may have something more of interest to say on this subject of "clothing" next month.

*M. A. Pocock*



### Here's How You Can Meet and Beat Those Higher Labor Costs

Wages are leaping upward! It isn't only the new Federal Minimum Wage Law that went into effect March 1 and added 560 million dollars a year to the wages of 2.1 million workers. That's only part of the tougher competition you must meet to get and hold good workers. Under existing union-management contracts, at least 2,750,000 more workers will receive automatic wage increases this year.

You can solve this problem only by increased efficiency, particularly more automation in your plant.

In many plants, SAGER SHEET SPREADERS are the answer. If yours is a laundry handling 1,200 or more sheets and spreads per day, you need at least one SAGER. In every laundry that uses the famous SAGER "B" SPREADER, one operator easily performs the work formerly done by two or more hand shakers on sheets. SAGER operators like their work—they stay. Thus, a SAGER cuts labor costs, cuts labor turnover, simplifies a hard hand labor job and speeds up production.

You can't afford to be without a SAGER in these competitive times. A SAGER quickly pays for itself in savings and speeded up production.

With the SAGER "B" you can handle up to 3,000 sheets and spreads per day; above that quantity you probably need a SAGER "A." Write today for full facts and the names of laundries over the world which have reduced their ironing costs from 40% to 60% by these labor saving machines.



View of Sager "B" Spreader. Handles 1200 to 3000 sheets and spreads per day



**M. A. Pocock**  
Dept. 66  
1236 Central Ave., N. E.  
Minneapolis 13, Minnesota

Please send us full facts about your labor-saving Sager Spreaders.

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



**Packed audiences**, even at early bird sessions, rewarded speakers at LCATA convention. They in turn repaid their listeners with informative, inspirational talks—as evidenced by expressions shown above.

## Allied Trades Find Communication Unlocks Door to Prosperity

COMMUNICATION, education and inspiration highlighted the twenty-seventh annual convention of the Laundry and Cleaners Allied Trades Association. More than 370 people attended the sessions at the Hollywood Beach Hotel, Hollywood, Florida, May 8 through 11. Knowledge acquired at the business sessions plus the high-caliber entertainment more than repaid members who came to this famous resort.

### Communication categories explained

President Morris Landau keynoted the meeting, discussing the importance of good communications among LCATA members. He stressed the fact that much of the success of the past

year for the Association was due to cooperation and full use of the three kinds of communication, which are:

1. That which is required.
2. That which is requested.
3. That which has been volunteered by LCATA members and hundreds of local, state and national customer organizations.

Greater use of the third type is vital, Mr. Landau pointed out, because of the merchandising revolution that is taking place in America. Quoting Leo Cherne of the Research Institute of America, he said that, "selling in the future must be based on the salesman's personal skill, know-how, merchandising ability and interest in his customer, rather than on the merits of his product." The next 10 years

will bring to the world the greatest investment ever made by man in scientific research.

The allied trades have a very real responsibility to the industry in the fields of research and communications, according to Mr. Landau. He pointed out that customers in the various branches of the textile maintenance field are enjoying some benefits of communication.

They can find many answers to their own research problems by comparing their own actual laboratory and plant experiences. Encouragement of better and freer communications can greatly benefit these customers, with the help of all allied tradesmen.

### Sugar-coated education

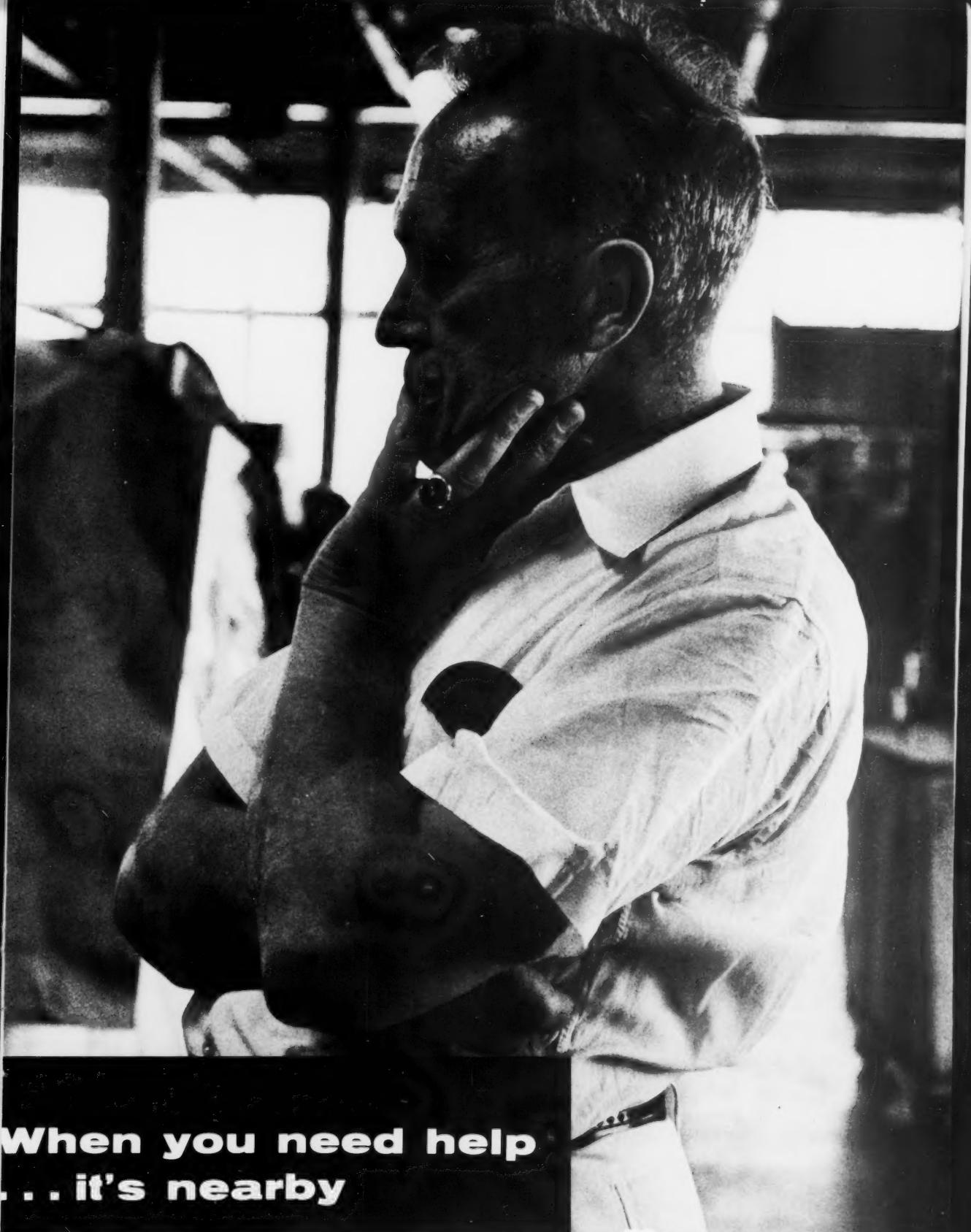
Following Mr. Landau's talk, the members were treated to a sales training film, "How to Sell Quality." This sound film was produced by the Dartnell Corporation and introduced by E. J. Heidersbach of R. R. Street and Company. This was the first time a film was used at an allied trades meeting and it was well received.

Business sessions took up the major portion of the remaining time of the formal program. Various committees reported on their activities during the past year. But it wasn't all work. Golfing, boating, swimming and eating came in for their share of the delegates' attention, too.

One of the highlights of the three-  
*Continued on page 51*



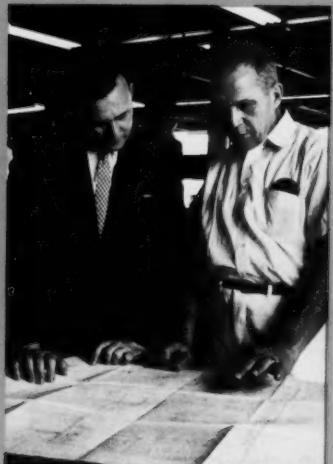
**Industry dignitaries** are welcomed by LCATA President Morris Landau to opening session of convention. Seated, left to right: Frank Prather, NID president; Norbert J. Berg, NID managing director, and Fritz Field, president of NAILM



**When you need help  
... it's nearby**

*You can expect more from . . .*

**A**merican  
THE AMERICAN LAUNDRY MACHINERY COMPANY



## *In 84 communities, a local call brings the American Man from the Factory*

Ten days or ten years after your purchase from American, you have a question. You want the right answer right away. In 84 communities over the nation, a local call does the trick—brings American's Man from the Factory promptly to your plant. In almost every case, he'll give you the answer on the spot, or, he knows the right man to call. When you need expert help, it's nearby—always.

We believe all business is local. The only service worth talking about is service near at hand, service you can use. That's why there are literally hundreds of American Men from the Factory throughout the country, and in foreign nations. Individual representatives, service engineers, local offices, repair parts depots spotted all over the map—so that no American customer is ever far from help. Just another reason you can expect more from American.

*You can expect more from . . .*

**A**merican

The American Laundry Machinery Company, Cincinnati 12, Ohio





Among many special events was LCATA "Old Timers Club" luncheon. Only those who have served industry for 25 years or more are eligible. Shown above are only a few of the many members who enjoyed party. From left to right are Mrs. W. D. Ellis, Mr. Ellis, president of the club, Mrs. Myron A. Pacock, Mr. Pacock, Mrs. Harlow H. Gaines and Mr. Gaines



LCATA directors meet at Hollywood Beach, Florida, to elect new officers for 1956-57. Seated from left to right are Wayne Wilson, Mark Baddeley, A. M. Henning, Arthur D. Fry (secretary), G. W. Boyd, W. D. Ellis, Morris Landau (president), Carl S. Hulen and John R. Young. Standing: R. R. Jackson, F. H. Ross, Jr., Joseph Friedman, Ralph Humbough, Stefania Karpinski, L. P. Butenschoen, Oliver H. Castle, W. B. Appleby, E. W. Wilson, W. M. Tingue and Al Guss

*Continued from page 48*  
day affair was a presentation by Fred Smith of Fred Smith Associates, Cincinnati, Ohio. He effectively translated industrial relations into human relations in one of the finest talks ever presented at an LCATA convention.

Mr. Smith stressed management qualifications, pointing out that leadership, not membership, paces any organization. Emotional stability is one of the most important executive

qualities. How to develop management qualities was explained by Mr. Smith, who received a standing ovation at the conclusion of his talk.

#### Election results

The election session resulted in reappointment of last year's slate of officers. Morris Landau of Cummings-Landau Laundry Machinery Company, Inc., Brooklyn, N. Y., was re-

tained as president. Arthur D. Fry, The Fry Brothers Co., Cincinnati, Ohio, remains as secretary. Nils S. Dahl, John T. Stanley Co., Inc., New York, N. Y., was reelected treasurer.

Newly elected members of the three major LCATA committees are: For *distributors*, D. R. Peters of Van Waters and Rogers, Inc., Seattle, Wash., and Al Guss, Joseph Guss and Sons, Inc., Washington, D. C. Representing *supply manufacturers* are W. M. Tingue, Tingue Brown & Company, New York, N. Y.; L. P. Butenschoen, The Dow Chemical Company, Midland, Mich., and John Schwarzmann, A. L. Wilson Chemical Company of Kearny, N. J. For the *machinery manufacturers*, J. E. Courtwright of Ellis Drier Company, Chicago, Ill., and John K. Clement, Bock Laundry Machine Company, Toledo, Ohio, were appointed.

Retiring members of these committees include Marcel Hirsch, Patek and Company, San Francisco, Calif.; W. G. Fitzsimmons of W. G. Fitzsimmons, Inc., Cambridge, Mass.; J. E. Ryan, Jensen Mfg. Co., Palmyra, N. J.; L. V. Merrill, Armour & Co., Chicago, Ill., and G. W. Boyd of Emery Industries, Inc., Cincinnati, Ohio. Bill Boyd, a former president, director and major committeeman of LCATA, has joined a division of his firm outside the textile maintenance field.

Next year's annual LCATA convention will be held in June. The meeting will be held at the Mount Washington Hotel, Bretton Woods, N. H.

—Art Schuelke

## Ohioans Feature Round Table

NEW METHODS and techniques in laundering were the theme of the sixty-first annual convention of the Ohio Laundryowners Association, held in Akron April 5 and 6.

The majority of the 150 plant-owners and allied tradesmen who registered spent Thursday morning visiting plants throughout the city.

During the afternoon a round-table discussion was held and 56 plant-owners and allied tradesmen participated in these lively group parleys. Everyone had a chance to voice his opinion on pre-assigned topics. These included the hiring and training of personnel, service versus volume, quality and volume, packaging, advertising, pricing, how to handle complaints, and machinery improvement.

After a 25-minute discussion period for a subject the table chairman of each eight-man group summarized the points discussed at his table. Moderator Ed Durham of Columbus commented on each report and encour-

aged further individual questioning from the members.

Cocktails preceded the annual banquet at which H. D. Dolbeer, Springfield, presided in the absence of Association President Merrill Sitz. Albert



Four past presidents of Ohio Association discuss industry trends. Left to right: H. D. Dolbeer, Springfield; Jack Salzer, Cleveland; Ed Durham, Columbus; Gordon Schwan, Mansfield

Stuart Otto, journalist and historian, gave a humorous after-dinner message that traced the free speech tradition from its earliest roots to the present day.

The Friday-morning session was opened with a talk by Russell J. Rose, staff assistant in the production and engineering department of the American Institute of Laundering, who encouraged the plantowners to promote their business by selling customer satisfaction.

H. G. Cooper, director of market research and sales analysis for The Prosperity Company, Inc., then pre-

sented his speech on "The Drive-In Success Story," tracing the current revolution in the laundry industry.

This was followed by a speech by Everett Laitala, Professor of Industrial Engineering, Case Institute of Technology, whose talk covered the programs necessary for the cost-saving and volume-building improvements. The morning session was concluded by C. A. Rische of the Goodyear Tire & Rubber Company who talked about sales training. Mr. Rische pointed out how the laundry industry must sell the public on using the services of a commercial laundry just as other in-

dustries have trained the consumer to accept their product.

After the luncheon on Friday the conferees were addressed by the Honorable William H. Ayres, Representative, 14th Congressional District.

During the two-day conference the ladies were taken on a tour of Akron's television station and a trip through a cereal plant.

Officers of the Ohio association are: president, Merrill Sitz, Akron; vice-president, George Feller, Bowling Green; secretary, W. A. Leece, Cleveland, and treasurer, Jack Salzer, Cleveland.—Harry Yeates

## Downeast Convention Draws 200

HUMAN RELATIONS play a vital role in business success. This fact was reemphasized at the Massachusetts Laundryowners' Association's forty-fifth annual convention, held in Boston April 6 and 7.

Honored guest Denys R. Slater, president of the American Institute of Laundering, pointed out that it costs \$60 to replace a production employee and about \$300 for a route salesman. He devoted his after-dinner speech to the subject of employee selection and personnel development.

Management engineer Victor D. Oakley, Sta-Nu Corporation, then delivered a talk on "Management's Responsibilities and Sales." Said he, "The laundry industry knows how to produce, but it does not know how to promote its services." To his mind this situation could be greatly improved

by acquiring a better understanding of the people who make or break an organization—the employees.

At the next day's session Harry G. Cooper of The Prosperity Company gave a slide presentation on "The Drive-In Success Story." It is Mr. Cooper's observation that the laundry industry trend is towards fast, one-stop, retail selling.

Leonard Schorr of Feigenbaum & Wermen Advertising Agency gave a complete report on the progress of the Professional Laundry Foundation's "Betty Best Program" and outlined how the program could be adopted by other laundry groups throughout the country. A kinescope showing of the promotion aroused quite a bit of interest as did the personal appearance of Betty Best herself.

The formal part of the two-day

program concluded with an industry "Buzz Session." The assembly was broken up into a number of small groups, each of which raised a pertinent problem of the day and attempted to find some solution for it. One group tackled the problem of how to convert to quick service. Another pondered the question of whether or not a store should be activated. A third wondered how to recruit help. Interestingly enough, four of the ten questions posed dealt with quality and how to attain and maintain it in the plant.

The informal part of the program featured a deluxe New England shore dinner, a couple of cocktail parties and a luncheon.

Newly elected officers are: president, Forrest I. Neal, Old Colony

Continued on page 56



Bay State laundrymen mix lobsters with management lore at two-day meeting in Boston



Mr. Charles Campbell,  
partner of Uniform Rental Service,  
Chattanooga, Tennessee.

"Easy to handle in tight spots." The new Ford P-350 with 104" w.b. provides maximum maneuverability. Wheelbase

lengths up to 130" available for bodies up to 450 cu. ft. capacity. *Fordomatic* Drive available at low extra cost.

## "We find Ford Trucks cost less to buy, less to run"

**Roomy working area and low-step height of  
Ford's Parcel Delivery cut driver fatigue, delivery time.**

The Uniform Rental Service uses seven trucks to deliver uniforms to concerns throughout Chattanooga. Each averages 45 stops a day. Here's what Mr. Charles Campbell has to say about Ford Trucks. "I figure my trucks as a long term investment. They have to give me plenty of dependable service . . . big performance with low maintenance and operating costs. And Ford's reputation for long life means I can count on a higher price at trade-in time." In short—*Ford Trucks Cost Less to Buy . . . Less to Own.*

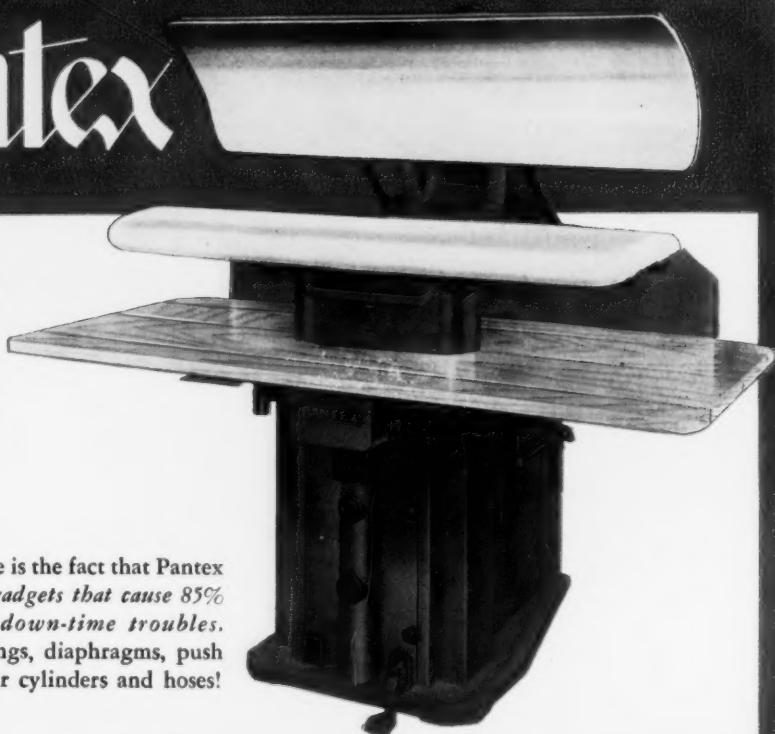
See how Ford Trucks cost less for YOUR job. 1956 Ford Trucks can bring new savings to your delivery work in every way—every day. Ford's modern Short Stroke engine design means less piston travel . . . less wear . . . low gas consumption . . . low maintenance and operating costs. Bigger brakes last up to 33% longer. New tubeless tires run cooler, give greater mileage. Put it all together—low initial cost, low operating and maintenance costs, high resale value, and you'll agree **FORD TRUCKS COST LESS**. See your Ford Dealer soon.

**Big Fleet owners buy more Ford Cars and Trucks than any other make**

# For Finishing Of...

## UNIFORMS, DUCK COATS and PANTS

*depend on* Pantex



Two specific features make it possible for you to depend on Pantex Utility Apparel Presses for the good, high-speed finishing. The first is the "king-sized" buck design that makes long lays quick and easy. Pantex design also permits most short-coat garments, such as pajamas and butcher coats, to be done double lay.

The second big feature is the fact that Pantex Presses *don't have the gadgets that cause 85% of laundry air press down-time troubles*. There's no cams, packings, diaphragms, push buttons and multiple air cylinders and hoses!



Among many desirable features, Pantex offers dynamic leverage, two-band safety controls, single air cylinder, master valve, air hose, and hydraulic oil cushion—in addition to tension springs and automatic pressure adjustment between head and buck. For descriptive literature and suggested unit layouts, see your Pantex Representative today.



PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND

This advertisement will appear  
in the July 14th issue of  
The Saturday Evening Post.



Take a vacation! Professional laundering can save almost two full months of your time spent in washing and ironing . . . every year!

## "You just can't beat the expert touch of a professional laundry"

"Honestly, it's such a treat to open my laundry each week! Shirts, wearing apparel, sheets, pillowcases, towels—all the family work—just *couldn't* be done better than the wonderful job my laundry does for me."

That's why the professional laundryman is so popular with modern homemakers. And he takes such a big workload off their shoulders!

Professional laundries have the facilities for doing the *whole* family wash the way it should be done. New scientific laundering techniques and special laundering products make it possible—products like Wyandotte HALOX,\* the newest development in safety bleaching.

HALOX is made especially for use in professional laundries.

The same modern methods and products are used by diaper services, too. And what a convenience *they* are to young homemakers!

Why don't you do as millions do? This week—and every week—send *your* family wash to the laundry! You just can't beat the expert touch of a professional laundry!

\*Reg. U.S. Pat. Off.

### WYANDOTTE CHEMICALS

J. B. FORD DIVISION

Wyandotte, Michigan • Los Nietos, California

#### Mr. Businessman:

Get to know linen suppliers—clean *linen* pleases and invites customers. Use a linen-supply service for: crisp, clean restaurant table linens; white cotton

uniforms and coats; towels and cotton articles for businesses. Linen-supply service is economical, efficient, dependable. Call in a representative . . . soon!



**Leaders' line-up, left to right:** Harry A. Walles, retiring president; Forrest I. Neal, Jr., Old Colony Laundries, Quincy, new president; Denys Slater, AIL president; Harold P. Parker, Salem Laundry, Salem, vice-president; Russell P. Dale, Jr., Dale Bros. Laundries, Springfield, treasurer, and T. Herbert Evans, Lake Waban Laundry, Wellesley

*Continued from page 52*

Laundries, Quincy; vice-president; Harold P. Parker, Salem Laundry, Salem; treasurer, Russell P. Dale, Jr., Dale Bros. Laundries, Springfield; secretary, T. Herbert Evans, Lake Waban Laundry, Wellesley.

The following delegates were

elected to serve as directors for a three-year term: Robert E. Clark, Middleboro Laundry, Middleboro; Simon M. Roberts, Monks Laundry, Cambridge, and Wilbur J. Tolman, Middlesex Family Laundry, Maynard. Retiring President Harry A. Walles was elected to serve one year to com-

plete the term of Director Harold P. Parker.

The following were also elected to serve as district directors: Louis Levine, Vermont; John S. Cumming, Jr., Rhode Island; John S. Gikas, New Hampshire, and Walter L. Spallholz, Maine.—Henry Mozdzer

## Diaper Service Takes Stock

"DIAPER SERVICE; yesterday, today and tomorrow" was the theme of the nineteenth annual convention of the National Institute of Diaper Services, held April 8-12 at Edgewater Park, Miss.

A novel feature of the meeting was a historical exhibit prepared by Warren Lau, vice-president of Dy-Dee Wash, Chicago, credited with being the first company in the business. A life-size stork carrying the original Dy-Dee Wash plant in its diaper introduced this exhibit, which included an interesting collection of newspaper and magazine clippings about diaper service dating back to the period 1931 to 1938 when the NIDS was founded. Photographs of early washrooms and folding rooms made striking contrast with up-to-date pictures of the same operations grown up.

Karl T. Hellerman, owner of Dy-Dee Wash, Milwaukee, and NIDS president, acted as chairman the first day. "This Is Your Life" was the title of a humorous history of the NIDS presented by Richard L. Leeds, circulation manager of *Baby Talk* magazine. This was followed by a review of the situation in the industry today, a report on the problems on the national and international scene by Stanley I. Posner, the Institute's Washington representative, and a discussion of public relations problems today.

Tomorrow was represented by a Discussion 66 session led by Richard J. B. Baker, president of Dy-Dee

Wash, Collingswood, N. J., and past president of the NIDS, in an attempt to consolidate a body of opinion on what the future would bring to the industry.

The second and third days were devoted to the techniques of plant operation and workshop sessions on sales problems. John K. Jones, chairman of the Convention Program Committee, acted as chairman the second day, while Warren Lau conducted the third day's meetings.

The Entertainment Committee, co-chaired by Philip H. Foote, vice-president of Associated Baby Services, and Norma Eyrich, manager of General Diaper Service, New Orleans, provided a formal dinner-dance with a Dixieland jazz band, a beachcombing party, a golf tournament and a boat trip for fishing and sightseeing.

### New officers chosen

Willia S. Strong, owner of Dy-Dee Wash, Charlotte, N. C., was elected president for the coming year to succeed Mr. Hellerman. Ruth P. Schumann was reelected secretary-treasurer, and Stanley I. Posner will continue as legal counsel.

Ralph M. Jones, Fort Wayne, Ind., was elected director-at-large for a term of two years. Erma Hagerman, Pensacola, Fla., and Robert W. Cunningham, Long Beach, Calif., took office as directors for a two-year term. Continuing on the board of directors

are David K. Hamilton, Buffalo; Mr. Strong, Mr. Lau, and A. M. Van Fleet, Allentown, Pa., director-at-large.

The Executive Committee consists of Mr. Hamilton, chairman; Mr. Van Fleet, and the president and secretary.

The Research and Development Committee includes Richard H. Williams, Philadelphia, chairman; John K. Jones, Washington; Mr. Strong, and Thomas Hollyday, Collingswood, N. J.

### Presentation of awards

A special Award of Merit was presented to Edward Sturgis, Jr., president of Dy-Dee Service, Inc., Brookline, Mass., for many years of service to the Institute as one of the founders, as president, as member of the Executive Committee, and as one of the organizers eight years ago of the Research and Development Committee on which he had served continuously until retirement on April 10.

George R. Massenburg, owner of Dy-Dee Service, Hampton, Va., won the plaque offered by Dy-Dee Wash of Buffalo each year to the plant with the best record in washroom practice. Mr. Massenburg's service was chosen from among 16 members with perfect records in the Institute's periodical laboratory control program because of careful attention to pH requirements and antiseptic control within the narrow limits recommended by Usona Bio-Chem Laboratories, the Institute's laboratory consultants. □□



## Built for rough day-in, day-out use

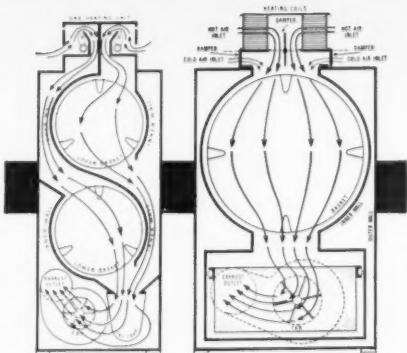
Look it over from every angle. Ever see so many features for durability and ease of operation? Ever see such downright good looks built into a tumbler? *It's no wonder that Cissell Tumblers are the talk of the industry!*



# CISSELL

**GAS-FIRED OR STEAM-HEATED LAUNDRY TUMBLERS**

DOUBLE BASKET "TWIN" — SINGLE BASKET 36" x 18" — 36" x 30" — 42" x 42"



**Double Walls add  
strength... greatly  
reduce heat loss**

### FEATURES YOU WANT — AND NEED

- Large volume of air for fast drying
- Rugged, no-sag basket needs no auxiliary support
- Available with controls that actually think for the operator
- Cissell-built Gear Reducer for quiet, long-life operation
- Simple maintenance — all parts accessible
- Each basket in "Twin" tumbler has its individual fan motor, basket motor, heating unit, and controls; single basket tumblers have separate fan and basket motors
- Full-width lint drawer on single basket tumblers; large slide drawer on "Twin"

ALSO AVAILABLE: Cissell Steam-Heated Drycleaning Tumblers: Single Basket 36" x 18", 36" x 30", 42" x 42".

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Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

Foreign Distributors write Export Dept. — Cable Code "CISSELL".

*Consult Your Jobber*



The prize winners in a recent contest concerning route salesmen, left to right: Charles B. Shacter, George L. M. Russell, Howard Eckmeder, and a twosome, Thomas Ricker and Eugene McCune

## How To Get Route Salesmen To Sell

*A report on successful training methods,  
solicitation aids and stimulating contests*

By ROGER GANEM

THE ROUTEMAN'S selling know-how is the responsibility of management.

This was the main thought expressed by the four winners in the Pennsylvania Laundryowners Association contest: "What is the best method of promoting selling by route salesmen."

Charles Shacter, general manager of the Brighton Laundry, Brooklyn, New York, pinpointed the problem this way: "No route salesman can be expected to do much of a job unless he can offer a good, salable product that is competitively priced. This means that management must be strong, experienced and intelligently organized."

### Training requirements

Brighton's model sales training program would have one or more men in training at all times so that someone can be counted on to step into an open route without upsetting the normal activity of the schedule.

Each man should spend a minimum of three days inside the plant to acquaint him with changes and improvements. Even sales veterans should spend several hours each month in the plant.

Every routeman should thoroughly

understand your system of customer control. And, *no one should be allowed to take over a route without a six-week training period.*

"No advertising or promotional campaign can stand up to an educated routeman in selling power," Mr. Shacter stated.

### Presentation hints

Since new business must come in consistently just to maintain operational sales volume, canvassing on the part of the routemen is necessary.

George L. M. Russell, of the Elite Laundry, Washington, D. C., endorses an "ask for the business" program that is aided by support and interest from management. His plan is to have the route salesmen undergo intensive training in sales presentations before being turned loose.

Mr. Russell said that the most important preliminary necessity is the selection of the right man to lead the group. His preference is someone who is enthusiastic and personable and who has the ability to lead the men into the pattern of everyday solicitation.

His choice was an outside sales consultant, who introduced the *canned speech*. Contrary to popular opinion, it proved successful at Elite Laundry.

The men who thought their own presentations were better were asked to compare theirs with the prepared talk, and were won over. The canned sales pitch gave them something definite to say to the housewife. It eliminated fumbling for words.

Eugene McCune and Thomas Ricker recommended the *tape recorder* as a solicitation aid. At their Crystal Laundry in Cumberland, Maryland, as well as at the Elite, the recorder was found to be fun as well as effective. The sales pitch was put on tape and played back to the men who were able to spot their mistakes and correct them.

### Canvassing technique

The actual solicitation program will not succeed if done on a hit-or-miss basis. All prize winners agreed that new solicitations must be a part of the everyday routine of the routemen.

The large routes should handle three or four new solicitations a day, the small routes as many as 15. Fifteen stops, allowing for people not at home, can be completed in about half an hour, Mr. Russell said.

### Block-buster popular

Group canvassing was the most re-

# "Silver nitrate stains? Now it's a cinch to take 'em out ...with ExGo!!"



**FREE** New "Shirt Launderer's Spotting Guide". Handy wall chart lists 19 common stains, shows what to use to remove them. For a copy write A. L. WILSON CHEMICAL CO., Kearny, N. J.

It's a WILSON "GO" product  
...made by  
A. L. WILSON CHEMICAL CO.  
...sold by LEADING JOBBERS



\*Wilson's RustGo, of course



peated answer to "How to get the men to make the calls?"

One example offered by Mr. Shacter consisted of forming squads of four men whose working territories adjoin. Once a week, usually on a Wednesday or Thursday afternoon, the squad solicits a prearranged section of one of the routes. As many as 150 to 200 calls can be made in this way on one route in one day, often with good results. (Another plant sets aside Thursday morning for this blitz and gives cash prizes to the three two-man teams making the first successful solicitations. The entire operation is finished by 10:00 a.m.)

The "block busting" is repeated the following week on another route so that once every four weeks this saturation method favors every member of the group. This plan adds a spirit of cooperation, makes for high morale and even lends some enjoyment to the frequently disliked task of canvassing.

Group canvassing also helps to introduce good solicitation techniques and gives confidence to the shy or unsure routeman. Its cost is practically nil and the parade of trucks is good advertising.

#### Nine contest ideas

The winners put emphasis on short contests and drives. If a contest is too prolonged, there is the risk of a tapering off of interest and a trailing off of effort and enthusiasm.

Brighton Laundry has some competition in process every week. And a \$100 U. S. Savings Bond is a standard prize any routeman can win by increasing his earnings 10 percent over the year before.

Mr. Shacter explained how the plant occasionally enlists the aid of

the routemen's wives. The ladies are sent a letter illustrating 10 gifts. They check off the item they want and return the letter to the office. The routemen are notified of the requests and given a four-week quota commensurate with the value of the prize.

Humor, too, can be added. Brighton once offered 50 cents in cash for every blue suit brought in. The search for such in the customers' closets brought out many hilarious tales.

#### Pound note spurs interest

The one recent contest that most effectively captured the imagination of Brighton's route salesmen was the "One Pound Note" innovation. This ran for the first 13 weeks of 1956 and every routeman competed against his own average weekly sales figure for the first 13 weeks of 1955.

Each week that he exceeded his competitive average he received a one-pound note in his pay envelope. If he maintained a weekly increase during any four-week stretch, he received an extra note as a bonus.

The routeman could immediately cash in any and all notes at a par value (\$1.29), or he could hold onto a note and attempt to raise its value.

At the end of the 13-week period the notes a man held were worth anywhere from \$1.29 to \$5.00 each, according to the average increase.

"We could never hope to buy the results," Mr. Shacter said, "through newspaper ads or radio messages that our promotion dollars earn through our routemen."

#### The bonus plan

The big payoff, as described by Mr. Russell, was a \$750 prize won by each of three routemen at Elite in six

months. This was a modification of the \$500 bonus plan shown below and based on a route averaging \$500 weekly with a goal of \$600 in mind.

The quota is determined, first, by averaging the 10 high weeks during the spring months of April, May and June of the previous year (if any route is averaging higher, then the higher figure is used). Second, add any price increase over the previous year. And third, add at least \$100 to the figure. This amount is the quota unless, in your discretion, more than \$100 should be added.

Any routeman can win if he turns in the required quota for five consecutive weeks. A hustler can hit the bonus as many times a year as he wishes; but each successful attempt places an additional \$100 on the quota. Should he fail, he can start again.

In addition to the top prize, the first winner receives an extra \$250; the second gets \$150 and the third \$100.

This plan is based on the profit theory and management supplies the extra money. It has proved interesting to the men and the cash awards, according to Mr. Russell, go where they do the most good, in the routeman's pocket.

#### Poker game

Another Elite promotion is the weekly poker game, played each Friday in each supervisor's group for a \$5 pot.

A card is drawn by the men for each successful solicitation. The best five-card poker hand wins. The man with the most cards has the decided edge, of course. A man with fewer than five cards is out of the game.

#### Limited budget plan

Mr. Eckmeder of Corby's Laundry, Summit, New Jersey, offered a variation of the bonus plan geared for small plants.

Take last year's average by months to hit all the peaks and the lows between January and June. Add 4 percent to this figure. Inform the men ahead of time about the intention and put the quotas for each on a visible board.

Give the men cards with the goal each week. When the goal is made, the man receives a \$5 bonus. All quotas as reached are wiped off the board and the new quotas are listed.

After the sixth period of the program, if an average 4 percent is gained, the man earns a \$30 bonus, plus a matching amount from the company. A 6 percent average entitles him to \$40, plus a matching amount



## You get correct bleaching every time with **PITTCHLOR®**

Pittchlor is a highly stable calcium hypochlorite containing a minimum of 70% available chlorine.

You get correct bleaching when you use Pittchlor to bleach your shirts, sheets, towels, tablecloths, handkerchiefs and other white goods. Pittchlor is precision made to highest standards to assure you finest bleaching results in every batch.

Pittchlor removes the guesswork about solution strength. Simply use a 5 lb. can of Pittchlor for each 40 gallons of water. You'll like the performance, mileage, and bleaching economy you get with Pittchlor. Your customers will like the brighter than new whiteness to their laundry and the minimum wear and strain on fibers.

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CHEMICAL CORPORATION**  
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY

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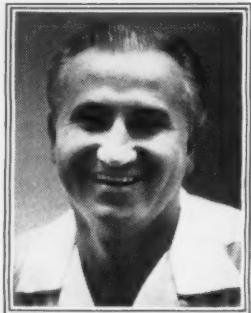
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and its Commercial Chemicals Division

**SEE YOUR  
DISTRIBUTOR TODAY**

Pittchlor is packed specifically for laundries in 3 1/4 lb. cans (12 per case). Also furnished in 5 lb. resealable cans (9 per case), and 100 lb. and 130 lb. drums with removable heads.





**\$100,000  
REWARD!**

**For having name  
in the right place  
at the right time!**

Here's a success story that could happen to you. It happened to Mr. Adam Popyack of the Jamestown Furniture & Appliance Co., Cleveland.

Mr. Popyack started a program of advertising in the 'Yellow Pages' of the Cleveland telephone directory—5 display ads and 14 other listings under various Classified headings.

**Result:** Says Mr. Popyack, "In 313 business days we received 2582 calls traceable to our 'Yellow Pages' advertising. Sales from these calls were in excess of \$100,000."

Have your name and your advertising in the right place at the right time. The Classified Directory representative can help you. Call your local Bell telephone business office.

from the company. The bonuses can be handed out in June in time for vacation periods or holiday seasons.

This type of plan also includes the supervisor. What the team makes, he makes. It has been successful because by virtue of a cash award when they have good weeks, the route salesmen feel a part of management.

Mr. Eckmeder also mentioned the football game between two teams made by splitting the routes, one team captained by the supervisor and the other by the leading routeman.

#### **Mystery contest**

Another promotion that has proved popular with route salesmen at Corby's Laundry, one that needs customer cooperation, is the mystery customer contest.

Customers' names can be taken from the inactive file. Letters with an enclosed card are sent to them explaining the rules. A phone call will add to the effect. If the route salesman asks "Any drycleaning for me today?" she presents him with the card entitling him to \$5.

The route salesmen were informed when the letters were sent, but not to whom, of course.

Letters also stated that if the route salesman failed to ask the proper question, the customer could get \$5 worth of drycleaning without charge. This was done to maintain suspense and sustain interest.

As fast as the cards were returned, another customer was phoned and a letter and card mailed. This type of contest can run for four weeks and can be repeated yearly, with continued appeal.

#### **Other ideas**

Eugene McCune and Thomas Ricker recommended that routemen be allowed to compete against their own previous totals, rather than against a set figure.

They also stressed the importance of proper utilization of the routemen's time. This was done at Crystal Laundry by means of a simple form which the men signed when they left the plant and whenever they returned. The result was a valuable aid in scheduling solicitations and in making the driver aware of the value of his time.

The pair of winners also disclosed the discoveries from a questionnaire submitted to and answered by the route salesmen on how they, themselves, could improve and make more money. Little known facts (to supervisors) like unbalanced pickup-and-delivery service, hidden illnesses or domestic troubles, too many bookkeeping requirements, obsolete vehicles, etc., come out in the open.

The Crystal Laundry further aids its route salesmen by its direct mailing of plant literature to persons moving into the city.

#### **Summary**

Howard Eckmeder offered the following summing up:

1. When hiring, interview the prospect thoroughly. He'll be representing you on the road.
2. Training is important. Hold the trainee with the supervisor until he is ready to solo. And after he is released, don't quit him. Pick him up after a week or so and review his sales pitch. It takes at least six months for him to absorb all the services, the changes, the improvements offered today.
3. Instill in him confidence in the company.
4. Properly sell him on the plan, the incentives, and his benefits.
5. Treat him as an individual. Reward him accordingly. It'll inspire him and prepare him for the next day's work.
6. Let him air his views. Give him a listen. He may have heard more gripes on the road than you in the office.
7. Include him in on all specials.

The result will be a happy group of route salesmen who are contented and successful in their jobs. □□

# Presidents Address Texans

"THE GREATEST YEAR in the history of drycleaning" was predicted by Frank A. Prather of Fort Myers, Florida, president of the National Institute of Drycleaning, in a keynote talk at the forty-ninth annual convention of the Texas Laundry and Dry Cleaning Association. Mr. Prather predicted gains this year of 3.5 percent.

The convention, held at Houston April 11 and 12, was also addressed by the president of the American Institute of Laundering, Denys Slater of Dallas, Texas. Mr. Slater discussed cost-increasing effects of the Federal minimum wage-and-hour laws should they be applied to the industry. As a possible solution to higher costs he suggested more automation, with commercial equipment keeping pace with continuously modernized home laundering equipment.

Other speakers included Victor D. Oakley of Sta-Nu Corporation, who discussed "Management's Responsibility and Sales," Joe Wells, head of the



New officers, left to right: R. R. Willis, Charles C. Callaway, James F. Milholland

insurance department of the Texas Unemployment Commission, on "Changing Aspects of Unemployment Insurance," and Claude Lucas, who talked about "Production Standards in the Drycleaning Plant." The group was also addressed by John C. Newell, Jr., public relations director for the Folding Paper Box Association, and sportscaster Kern Tips.

The convention program included a visit to the Rice Hotel Laundry, conducted by Ray Pell, and the pres-

entation of idea awards by O'Banion Williams, Sr., of Houston. Award winners included Frank Shepherd, Jr., Shepherd Laundries, Houston, for the best production ideas; Homer Peebles, Snow White Laundry, Fort Worth, best sales ideas; H. B. Allard, Garland Laundry and Cleaning Company, Garland, best safety ideas, and J. E. Horner, City Laundry, Marshall, for the best employer-employee relations ideas. The winners later presented ideas relevant to the fields in which they received the awards.

The social highlight was the final banquet and dance, during which new officers and directors were presented and a \$1,000 mink stole was given as a door prize.

Newly elected officers are Charles C. Callaway, National Laundry Co., Temple, president, succeeding L. M. Gay of Jacksonville; R. R. Willis, Fort Worth, and James F. Milholland, Dallas, vice-presidents. New directors are Orval A. Slater, San Antonio; Robert Shirley, Paris, and Tommy Carlson, Brady. The members reelected directors H. B. Allard, Garland; H. C. Buchanan, Waco; George H. Harvie, El Paso; Gene Kerley, San Angelo, and Travis LaRue, Austin. □□

## Nashville Meeting

A MOST SUCCESSFUL meeting of the Southern Laundry and Cleaners Association was held in Nashville, Tennessee, on April 13-14. There was a record attendance of 167, which was only partly attributable to the presence of a large group of Tennesseans intent on forming a new state association.

The first two speakers on Friday afternoon were George Johnson, vice-president of the American Institute of Laundering, and William White, director of education at the National Institute of Drycleaning. Mr. Johnson pointed out that industry members must not "sell cotton short." Reports of fiber volume increases in percentage figures are misleading. In the 35 years since 1920, for instance, the growth of cotton fibers used in the United States is almost identical to this country's population growth over the same period, which is 56.3 percent. Inroads of synthetics have been at the expense of silk and wool.

Bill White said the industry is justified in expecting revolutionary developments in both methods and equip-

ment. He referred to methods of solvent reclamation now being tried in Europe both by steaming hot solvent vapors and by passing vapors through a "heat pump." Mr. White also stated that since drycleaning machines have become fully automatic, finishing is now the vital area for improvement research. The NID now has an engineer devoting full time to the problem of simplifying "positioning" of garments, which consumes the most labor in garment finishing.

Saturday morning John Weaver of Wallerstein Co., Inc., quoted NID surveys to show that the leading customer complaint these days is about unremoved spots. Because of the efficacy of the charged system on removal of most stains, these remaining spots prove to be 80 percent albuminous. This makes digesters the most important spotting agent today. Mr. Weaver also pointed out that flimsy fabrics are the sixth most common complaint and described the desirable properties of a good sizing.

A novel feature closing the morning session was the opportunity for each



New officers, left to right: Neal Ridley, retiring president; George Hilliard, vice-president; Rayburne Fraser, new president

allied tradesman to come up to the front and introduce himself, naming the firm he represents, the territory covered and the products he sells.

Saturday afternoon was devoted to a one-man show, as Victor Oakley of Sta-Nu Company explained how to "teach your personnel to sell" in a thought-provoking two-hour presentation. His basic theme was that personality conflicts among personnel are too often treated as causes when they are actually effects. If the plantowner can make it possible for a man to do his job properly, through good work environment and training, there will be no personality conflicts.

Officers for the coming year are: Rayburne Fraser, Columbus, Mississippi, president; George Hilliard, Mo-

bile, Alabama, vice-president; Henry Fisher, Memphis, Tennessee, secretary-treasurer; Emmet Guderian, New Orleans, sergeant-at-arms. Retiring president is Neal Ridley, Knoxville, Tennessee.

The board of directors consists of

Jack Chin, Charles Smith from Alabama; J. W. Howell, J. R. Langley from Arkansas; G. W. Cline, III, Wilton Fremaux from Louisiana; C. H. Fullerton, John Powers from Mississippi, and Vic Irion, James Lowe from Tennessee. □□

## New Yorkers Meet In Albany

THE FORTY-SIXTH annual convention of the New York State Launderers and Cleaners Association should prove to be the bargain of the year. The two-day event, plus the two-day management conference attached to the convention proper, adhered strictly to methods of increasing profits and prestige. It was jam-packed with easy-to-apply business improvement hints from leaders in the political, manufacturing and laundry-drycleaning fields.

Edward T. Dickinson, Commissioner of Commerce of the State of New York, told more than 150 persons that the cycle of the do-it-yourself craze (home washing) is about to turn the other way. "No wage and hour laws protect the housewife," he said. "She still desires more leisure time, and she is ready to take advantage of your services."

Commissioner Dickinson urged the plantowners to plow back the profits for better business security and to make maximum use of a rapidly expanding market.

Willis A. Pellerin, chairman of the board of Pellerin Milnor Corporation, stated that the laundry industry is on the verge of its greatest opportunity for profit and customer relations. He suggested quick service, quality without bragging (which implies the housewife launders badly), simplification of service description and aggressive merchandising.

"Give the customer what she wants,

not what we think she needs," he pointed out. His talk was balanced around the topics of merchandising, sales promotion, cutting costs, location and activated branch stores.

### Workshop sessions

The open-forum type of discussion that has been growing in popularity in other states was put to good use by the New Yorkers. The sessions were moderated by Fred McBrien of the Holland Laundry, Philadelphia. The former president of the American Institute of Laundering ably and concisely related the problems and opinions of individual plantowners. And if solutions were not forthcoming from the audience, Mr. McBrien dipped into his vast well of knowledge and experience to produce them.

One of the questions concerned the compensation for route *supervisors*. A plant with 36 drivers guarantees its supervisor 15 percent above the average pay of the route salesmen. This particular supervisor is given a drawing account to offset slump periods; the remainder is paid as a Christmas bonus.

In the matter of coffee breaks, the group agreed that they should be kept in effect all year because of improved operator production. One owner successfully confines the period to 10 minutes by adding 18 shirts a week to the production of his piecework em-

ployees. This, in effect, pays for the 10 minutes and no more.

Has the Betty Best campaign increased sales? It was said that this promotion has lifted the laundry industry from a cellar operation to one of professional prestige. Mr. McBrien stated it has helped arrest a sales decline, while increasing the morale of the workers. Employees take pride in working for a business that has become identified on television.

About washable leather, Mr. McBrien cautioned the group to look for the Certified Washable Seal on the garment before attempting to wash it. These can be washed safely using a formula such as for woolens. As summarized by AIL Bulletin 480-A, the points to remember are: use neutral or lightly built soap or detergent; wash at low temperatures; stop machine for draining and filling; use high water levels, extract lightly, air-dry on a hanger, brush up nap.

### Politics and business

G. E. Knowlton, Jr., Binghamton Laundry, chairman of the legislation committee, recommended active participation in politics. "Let your voice be heard," he said. "Don't remain silent and rely on your representative to do what he thinks is best for you. Join a party and get into position to tell him what is needed." Mr. Knowlton, who discussed the latest developments on the New York State Minimum Wage Revision, also stated that membership in a bona fide political party will not result in any financial loss. "To the contrary. You will get back twice as much. And, you will receive the admiration of the opposing party for your courage in speaking out and being heard."

### Management conference

Three top-flight National Institute of Drycleaning instructors, James B. Dalgliesh, William J. Nicklaw and Charles Riggott, explained in detail supervision, cost control, and production management, respectively, during the two-day management conference. The twelve sessions in two days were filled to near capacity and attendance by the registrants was 100 percent. Mr. Dalgliesh covered selection and placement of employees, employee training, supervising employees and management responsibilities; Mr. Nicklaw pinpointed expense classification, operating cost ratios, quality control and break-even charts, and Mr. Riggott clarified methods analysis, plant layout, wage incentives and lot system production control. More than 60 persons enrolled for the courses. Many



New president is Leo B. Ahern, Iliion (second from left). Other officers include Paul J. Rickett, Ballston Spa (left), vice-president; Miss Ethel Fay, Albany, assistant to president, and Karl M. F. Wilke, Albany, treasurer.



**CONTROL STARTS** the instant your route salesman receives his serially numbered tickets to be attached to soiled laundry when picked up. He writes in customer's name, day of pick up, route number and service desired on the ticket, *both original and duplicate*. This route salesman is using a machine to imprint work tickets from name and address plates in his truck, instead of writing them in.



**AT PLANT**, after ticket's marked for pin number, count, etc., *original* goes to office, *duplicate* stays in plant for production control. Original, run through "41", is printed with C.O.D. or charge, route no., bundle no., code for service, unit count and sales total.

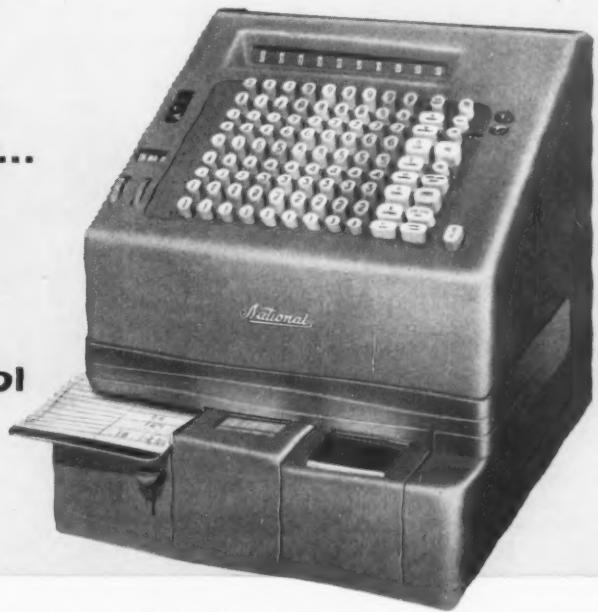


**THIS SALESMAN** is sorting tickets, by promised day of delivery, in a six-compartment file at his rack. The neat, register-printed National figures on each of these tickets are supported by the locked-in totals and locked-in audit tape in the National "Class 41".

## For all Laundry and Dry Cleaning Plants...

### The New "CLASS 41"

**provides tight control  
that saves you  
time and money!**



No matter how large or small your laundry or dry cleaning plant, a National "Class 41" will start saving you important time and money from the day of installation. You can easily adopt this National System—based on the route control and service analysis plan, using either the duplicate ticket or "tag" plan. The "Class 41" provides a simple, fast and foolproof system that is efficient for both cash and charge business.

You get protection because *all* printed figures—identically recorded on the main part of ticket, stub, audit and issuing tape—are supported by

the locked-in totals of the "Class 41". Office personnel are protected from possible confusion, route salesman from customer doubt or distrust, and customers are protected because they pay only the National machine-printed, authorized amount for their laundry service.

You get speed and efficiency by the rapid manner in which tickets can be processed, plant work scheduled and route control totals established with the "Class 41". Time consumed by hand and other methods is eliminated. With National's "Class 41", you can process tickets at the rate of 400 or

more per hour!

The flexibility of this low-priced National "Class 41" makes it ideal for any size or type of laundry or dry cleaning plant. To find out how much time and money you can save with its tight control, we suggest you call your nearby National representative. His number is in the yellow pages of your phone book. Why not call today?

\*TRADE MARK REG. U. S. PAT. OFF.

**National**\*

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
989 OFFICES IN 94 COUNTRIES

attended from Connecticut and New Jersey, as well as from New York.

#### Announcements

No replacement was chosen for Executive-Secretary Richard V.

Whalen; however, Miss Ethel Fay was named to the post of assistant to the president. Mr. Whalen will transfer to the New Jersey Institute of Laundering and Dry Cleaning where he will serve as assistant secretary under Executive Secretary Harold Bucklew.

Victor D. Dalgoutte, reelected AIL Director for New York State, authored a moving tribute to the late Harry D. Wemple, former secretary-treasurer of the New York Laundryowners Association from 1931 to 1953.

—Roger Ganem

## North Dakota Meeting

THE ANNUAL CONVENTION of the North Dakota Laundryowners Association, held April 20-21 at Fargo, was attended by about 60 laundryowners, allied tradesmen and wives. The assembled delegates elected Ben Torgerson, owner of Green Valley Laundry, Valley City, president to succeed Leslie Lange of City Laundry & Cleaners, Jamestown. Mr. Lange was named vice-president, and Theodore Meyer, Jr., Minot Laundry & Cleaners, Minot, was chosen secretary-treasurer.

Kenneth Meyer, operator of Meyer Cleaners & Launderers, Brainerd, Minnesota, and a director of the American Institute of Laundering, gave a report on the Philadelphia con-

vention and told of his valuable experiences as a board member.

Following an open-forum discussion on advertising programs, Jerry Uppman of KXJB-TV, Fargo, gave a TV advertising presentation based on the "Betty Best" series. As a result a committee composed of Harold Reed of Reed Cleaners, Harold Meyer of Model Laundry & Cleaners and R. A. Samels of Fargo Laundry Company, all of Fargo, was appointed to make a study of cooperative television advertising and present a report.

A film, "What's in Store for Laundries," was presented, and Kenneth L. Roberts, president of Rapid City (South Dakota) Laundry & Drycleaners, discussed "You and Your Sales."

Dr. Alex C. Burr, director of the North Dakota Research Foundation, was the banquet speaker. He discussed population trends in North Dakota and their effect on the laundry industry. He predicted an upward trend in population, with possibilities of new conversion industries that would provide greater employment and thus benefit the laundrymen and cleaners as well as the state as a whole.

Allied tradesmen were hosts at a social gathering and dinner party the first evening and the annual banquet concluded the convention. Plant visitations, a luncheon for the ladies and a social hour were other highlights of the convention. □□

## Chicago Installs Officers

CONGRATULATIONS are in order following installation of officers and board members at the annual dinner meeting of the Chicago Laundry Owners Association, held April 26.

Holding the gavel is Sol Stone, head of the Rainbow Laundry Co., who was elected to his second consecutive one-year term as association president. Others (left to right) are: Henry Van Beek, Mattmiller Laundry

Co., standing in for brother Donald, who was elected to the board; George Varney, Mercantile Laundry Co., reelected treasurer; Robert Study, French Hand Laundry Co., elected vice-president; Francis Howard, King's Laundry Co., installing officer; Mr. Stone; Meyer Reizman, Progress Laundry Co.; Maurice Spielman, Supreme Laundry Co., and David Heichman, Tivoli Laundry Co. The last

three are on the board but were not up for election this year.

Not pictured were Maurice Tiersky, South Shore Laundry, reelected to the board, and Jack Husman, Acme Laundry Co., voted for his first term as a director.

The Association was founded in 1903 and has more than 100 power-laundry members in Chicago and suburbs. □□



get what you want...

in **HTH®** bleaches

"I want a pre-proportioned mix"

"I want to mix my own"

"I want to add dry bleach to the washer"

*Ask laundry operators and institution management what their favorite bleach is...chances are they'll tell you it's an HTH product.*

For stock bleach solutions, there is nothing that matches HTH Granular. Here is a stable, uniform bleach containing 70% available chlorine that has been used successfully by laundries and institutions for over 25 years.

If it's a pre-proportioned bleach that's desired, HTH Soda Bleach Mix is first choice. The bleach and soda ash are already together in the right mix. All you do is add it to water to get a stable 1% sodium hypochlorite solution! As a result, you need little or no washroom supervision.

Or, for a product that can be added dry directly to the washer, there's Ad-Dri®. . . the bleach that can be used right from the drum easily and conveniently . . . thus doing away with time-consuming, troublesome bleach solution preparation. And for simple, accurate measuring, each drum contains Mathieson's exclusive Dri-ader measuring cup.

There they are . . . three HTH products—and any of them can be relied upon to do the bleach job that best suits your operation. All three do a job effectively—all three give maximum whiteness retention with minimum tensile strength loss. For details about these HTH bleaches, just mail the coupon.



**OLIN MATHIESON CHEMICAL CORPORATION**  
Industrial Chemicals Division  
Baltimore 3, Maryland

Please send information on all three HTH bleaches and the name of my nearest supplier.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

3731

## Laundry News Notes



GLENDALE, PA.—Julia Shahan has filed a certificate for the conduct of Glendale Self Service Laundry, 144 E. Glendale Ave.

COXSACKIE, N. Y.—Additional equipment has been installed in Bender's Laundromat by Fred Bender.

NEW YORK, N. Y.—David M. Bluestone, of Bluestone and Mesibov, has again accepted the chairmanship of the Laundry, Linen Supply, Diaper and Allied Trades' Division of the United Jewish Appeal of Greater New York. Mr. Bluestone will head the 1956 campaign in the industry, it was announced by Jack

D. Weiler, city-wide general chairman of UJA.

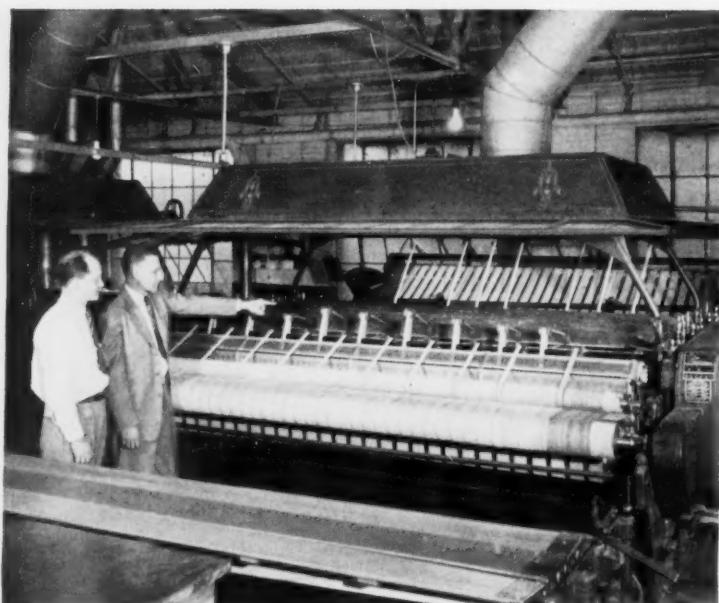
GLOUCESTER CITY, N. J.—A new drycleaning plant has been completed at Foster's Laundry. James Bonham is superintendent of the department.

BRONX, N. Y.—Abraham Mintz has been appointed general manager of Cromwell Laundry.

BLOOMINGDALE, N. J.—New shirt finishing equipment has been installed in Home Laundry, 93 Main St.

NIAGARA FALLS, N. Y.—Palace Laundry Co., Pine Ave. and 10th St., has been purchased by a group of Niagara Falls businessmen. New controlling officers are Albert J. Certo, president; James S'Dao, vice-president, and Robert R. Merino, secretary.

PRINCETON, N. J.—John A. Archer, vice-president and manager of University Laundry Co., located in the Princeton Shopping Center, was granted permission to erect a permanent canopy which will shelter a drive-up window.



YOUR FIRST COST IS YOUR FINAL COST WITH

# R/M REVOLITE®

Switch to R/M REVOLITE Flatwork Ironer Covers and you can expect . . .

1. To save as much as 35% a year.
2. To save hours and hours of changeover time, and all of your present extra labor costs. Every one is installed and maintained by a factory-trained specialist.
3. To have far fewer stoppages. R/M REVOLITE covers are built to work at higher temperatures and higher ironing speeds.
4. To please your management—no matter how fussy it may be. For R/M REVOLITE covers put a far smoother finish on flatwork than others.

You can't lose, because every R/M REVOLITE cover is backed by a written guarantee. Write or call for complete details.



**RAYBESTOS-MANHATTAN, INC.**  
REVOLITE DIVISION, 500 Fifth Ave., New York 36, N.Y.

Phone: BRyant 9-4390

RAYBESTOS-MANHATTAN, Inc., Asbestos Textiles • Laundry Pads and Covers • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Rubber Covered Equipment • Industrial Rubber, Engineered Plastic, and Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



WEBB CITY, MO.—Slick's Washette, 423 W. Broadway, has been moved to a new location at 918 W. Daugherty St.

GRAND RAPIDS, MICH.—American Laundry & Cleaners recently celebrated its seventy-fifth anniversary. John P. (Jack) Otte, Jr., grandson of Adrian Otte, founder, is president of the firm.

PORTEAGE, WIS.—New equipment has been installed in Modern Laundry and Dry Cleaners, it was announced by Hugo Traub, owner.

ST. LOUIS, MO.—Erection of a new office annex and expansion of its dry-cleaning plant was completed recently at Excelsior-Leader Laundry, 2315 Texas Ave. Property at 1800 Gravois has been

leased and remodeled for use as a drive-in branch.

ASHTABULA, OHIO—An open house was held recently at Launder-X, 2702 Lake Ave., to celebrate its newly remodeled and redecorated plant.

ROCKFORD, ILL.—A new plant for Ace Laundry and Dry Cleaning is under construction at 1010 W. State St.

JOLIET, ILL.—Joliet Home Laundry, Inc., 133 E. Jefferson St., has been issued a corporation charter. Incorporators are Sam and Edyth Lester and George Savich.



SANTA ANNA, TEX.—A laundry has been opened by Freddie Dodson in a newly constructed building on Wallis Ave.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Beverly Hills Automatic Laundry, 844 S. Robertson Blvd., by Arthur H. Schryer to Henry Rubinek and Harry Rosenbaum.

LOVELAND, COLO.—An open house was held recently at Fisher's Laundromat Service, 518 Railroad Ave., by Hugh Fisher.

GARDEN GROVE, CALIF.—Brookhurst Laundramatic has been opened at 11865 Brookhurst Ave. Mr. and Mrs. Lloyd King are the owners.

RYAN, OKLA.—Mr. and Mrs. Jay Allen are the new owners of Uptown Laundry.

BREA, CALIF.—B & W Automatic Laundry has been opened by Robert H. Wallace. The establishment will be operated by Mary and Henry Cunningham.

COLEMAN, TEX.—Drive-in service has been added and new equipment has been installed in Coleman Steam Laundry and Linen Service. W. C. McHorse is the owner.

DALLAS, TEX.—A larger garment and fur storage vault has been completed at Blue Ribbon Laundry, 3816 Cedar Springs, it was announced by Wesley Gilliland, manager.

SANTA BARBARA, CALIF.—Ralph Masterson has purchased Ambassador Laundry, 201 E. Haley St., from Rollin G. Downing.

HOW MACHINE TYING  
SERVES BUSINESS and INDUSTRY

## Laundries increase production

80%

or more with this

Bunn

## Package Tying Machine



80% production increase with one machine! Seems incredible, doesn't it? But it's true . . . when you twine tie your laundry with a Bunn Package Tying Machine. Here's why:

Bunn Tying Machines are fast . . . at least five times faster than old fashioned hand tying. If your present hand tying operation requires 8 hours a day to keep up with high-speed equipment, and a crew of fast sorters and checkers, that same volume can be turned out on one Bunn Machine in 1½ hours or . . . less. That gives you at least 6½ hours additional productive time every day . . . a definite gain of 80% or more in man hours . . . without increasing your payroll one cent.

Here are other ways Bunn Tying Machines save time and money: **Automatic adjustment:** Any size or shape box or bundle is tied in the same speedy time . . . no time lost for manual changeovers.

**Controlled tension:** The strong twine is never too tight or too loose . . . can't cut into packages . . . can't slip off . . . reduces wrinkling, crushing and bundle breakage.

**No waste:** Automatically uses just the right amount of twine.

**Slip-proof knot:** The exclusive Bunn knot can't come undone even with rough handling . . . pilfer-proof, too.

**Simple operation:** Inexperienced operators become experts in minutes. Operation is fatigue-less and completely safe.

Bunn Package Tying Machines are used by laundries of every size . . . for faster, better, economical tying.

# BUNN

PACKAGE  
TYING  
MACHINES  
Since 1907

B. H. BUNN CO., Dept. SL-66

7605 Vincennes Ave.  
Chicago 20, Illinois

MAIL COUPON NOW FOR MORE FACTS

### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

B. H. BUNN CO., Dept. SL-66

7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet.

Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

622

BERKELEY, CALIF.—Mr. and Mrs. Dan Frazer have opened Frazer Laundramatic, 1903 University Ave.

VICTORVILLE, CALIF.—Ground was broken recently at Sixth and Lincoln Sts. for Mission Linen Supply's new plant. George B. Page is the owner.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Kathleen's Laundromat, 3137 W. Eighth St., by Hyman B. and Dorothy Teitelbaum to Grace Taylor.

FORNEY, TEX.—Miss Pearl's Home Laundry has been opened in a new

building on N. Bois d'Arc. Mrs. Jim Henderson is the owner.



ALBANY, GA.—Snow's Laundry and Dry Cleaning Co. has been opened at 313 N. Jefferson St.

ST. PETERSBURG, FLA.—Mary R. Patrie has leased a new building at 2121 Fifth Ave., N., for Fifth Avenue Laundry and Dress Shop, formerly at 3639 Fifth Ave., N.

WEST MEMPHIS, ARK.—Property has been purchased at Bond and Pine Sts. for construction of a new modern building for West Memphis Laundry.

MELBOURNE, FLA.—Everett Carman has purchased Launderluxe Automatic Laundry from William Walker.

GAINESVILLE, GA.—A storage-vault addition is being built at Morgan's Laundry and Cleaners.

STATESVILLE, N. C.—A meeting of the North Carolina Association of Institutional Laundry Managers was held at Davis Hospital recently. J. H. Swain, manager of the hospital laundry, addressed the group on the operations of institutional laundries. Luis Farmer of Butner spoke on flatwork ironer maintenance.

ROCKINGHAM, N. C.—New finishing equipment has been installed in Sanitary Laundry and Cleaners, according to J. W. Evans, manager.



**5 shirts for the cost of 3**  
**with Non-congealing Cameo® 5 oz. Starch**

*Non-congealing, 5 oz. Cameo Starch cooks faster, penetrates deeper . . . costs less to use!*

Yes! Now, with Staley's economical 5 ounce Cameo Starch, you can finish 5 shirts for every 3 you used to do the more expensive 8 oz. way. Non-congealing Cameo Starch cooks to a satiny smoothness in just 5 minutes, holds even fluid consistency until used, and penetrates fabrics evenly, thoroughly. Start now getting more from your starching dollar with Cameo. See your Staley representative now for more information.

A. E. Staley Manufacturing Co., Decatur, Illinois

**CAMEO®**  
LAUNDRY STARCH



YANKTON, S. D.—M. G. Whiteman, owner of University Cleaners in Vermillion, has purchased Yankton Laundry, 229 Broadway, from George Mielenz.

SEASIDE, ORE.—Avenue A Home Laundry, 718 Avenue A, has been purchased by Mr. and Mrs. T. P. Andrich.

NEWPORT, ORE.—New equipment has been installed in West Coast Laundry and Dry Cleaners. C. W. Wagy and his son, R. C. Wagy, are the owners.

ELMA, WASH.—Mr. and Mrs. Courtney Spencer have purchased Parkhurst Laundromat and Motel from Mr. and Mrs. Leslie Parkhurst.

BUTTE, MONT.—Ronald P. McIntosh has been appointed manager of Montana Laundry and Cleaners.

VANCOUVER, B. C., CAN.—A. R. Bernard, managing director of Pioneer Laundry and Dry Cleaners and B. C. Towel & Linen Supply, and W. A. Tarling, manager of the latter firm, have been awarded 25-year certificates by the Linen Supply Association of America.

## PLANT TOURS PAY OFF

Continued from page 16

doing a top-quality job. Encourage questions from your visitors as you lead them about; they may forget later on to ask questions they think are important as they watch a particular operation.

After the tour is over, try to provide a quiet area where your visitors can sit down, have refreshments like coffee, tea or soft drinks, and where you can sum up what they've seen. Ask visitors if they have enjoyed the experience. Give them plenty of opportunity to ask questions again and express their opinions.

If time permits, you may want to round out this concluding portion of the visitation by showing some American Institute of Laundering or National Institute of Drycleaning films or slides prepared for consumer consumption.

### Give them something

Before your guests leave your plant, it's smart to distribute one or two advertising specialties or premium items that have your plant name inscribed. If it's a useful article your visitors will have an added memory jogger of your plant and services. When children are among the groups, hand out souvenirs like balloons and the like, with ice cream for refreshments.

Some plants also give away door prizes to one or more lucky ticket holders. For women, the prizes might consist of semi-expensive household appliances. Men might be awarded sporting goods. Many plants award a certain amount of free laundry or drycleaning as prizes, while others hand out discount coupons to all visitors.

In some cases, awarding of prizes is turned over to the group secretaries who arrange for drawings at their own meetings or church bazaars. In a great many instances, plantowners pay club and group treasuries anywhere from 25 to 75 cents per head for each member who turns up for the visitation. This helps not only to assure a satisfactory attendance but provides the group with an opportunity to raise funds.

### Turn visitors into customers

The plant visitation can provide you with one of your best opportunities to gain new customers. Some time during the tour—either when the visitors first arrive or when they are about to leave—have them fill out a registration card. In addition to asking your visitor's name and address, don't be

afraid to list several more questions that will give you some priceless follow-up and market information. Here are some questions you might ask:

1. How many people in your family?
2. Are you a regular user of laundry and/or drycleaning services?
3. Are you satisfied with the firms you now patronize? If not, why?
4. How much do you spend per week for these services?
5. Would you care to have one of our representatives call at your home?

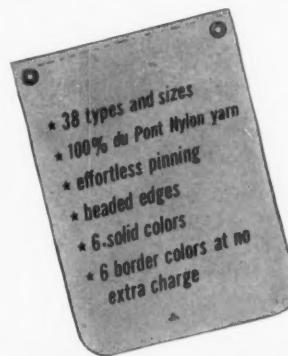
Most people are not at all reluctant to answer questions of this type. They

generally feel it's the least they can do in return for your hospitality. And you see readily how such data can be converted into hot leads for your salespeople.

Whether or not the answers to these seem favorable, contact all visitors soon after the tour by having your routemen call on them. At the very least, send them direct-mail literature. Don't forget that each of these prospects has seen your plant and watched your operation. They are already familiar with you. They are usually half-sold. Another nudge will wrap up the sale. □□



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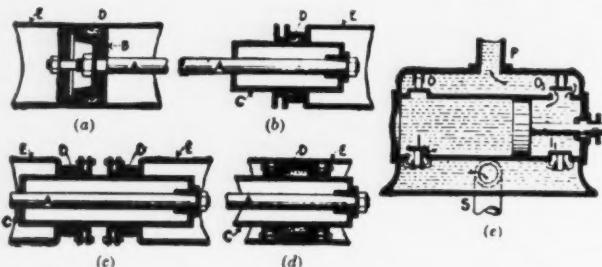


Fig. 1. Essential parts of reciprocating pumps as found on (a) piston pump, (b) outside-packed, (c) center-packed, (d) inside-packed plunger pumps; (e) is a simplified pump to illustrate pump's working as explained in text

## It's Patch-Up Time For Pumps

Our staff engineer gives some  
helpful advice on the care and  
repair of reciprocating pumps

By JOSEPH C. McCABE

PUMPS HAVE A WAY of acting like the proverbial "one-hoss-shay," performing so well that you forget them . . . and then one day they seem to collapse completely. This holds especially true for that rugged customer, the reciprocating pump, whether it is steam-driven, belt-driven or motor-driven. Unless it is checked frequently and tended properly, the old pump gradually wears down and eventually grinds to a halt.

The factors that affect a pump adversely, impairing its efficiency and preventing it from performing its full duty, are: (1) wear; (2) improper adjustment of valves, valve stems and

levers; (3) improper packing of plungers and stuffing boxes; (4) drawing up stuffing box glands too tight; (5) lost motion (again from wear and not adjusting the parts to compensate for this wear); (6) foreign matter under the valves or in the strainer; (7) broken valves and valve springs; (8) valve leakage; (9) taking air in the suction pipe; (10) clogged or broken discharge pipes; (11) poor gaskets.

Fig. 1 shows all the essential working parts of a reciprocating pump. They are pump cylinder or barrel (E in Fig. 1); piston or follower, shown in two parts (B); piston rod (A);

plunger (C); packing (D); intake or inlet valves (I, I<sub>1</sub>); discharge or outlet valves (O, O<sub>1</sub>); discharge or column pipe (P); suction pipe (S).

### Leaks

A common cause of pump failures is the presence of air below the suction or intake valves. Small leaks of any sort cause the piston to pump because the water cannot flow in fast enough to fill the entire chamber plus the leak-off. If you make all joints in the suction pipe and between the pipe and pump airtight, you will cure this difficulty. Sometimes you can spot a small leak by ear or by the flame from a candle being drawn toward the hole.

If the leaks prove small and are not at a pipe joint one old, fairly effective remedy is to apply a coat of asphalt paint. Otherwise we would suggest drilling the holes larger, threading the hole and inserting a screw plug. If the leak happens at a joint between two pipes, uncouple the pipes and rescrew them together after you have coated them with a graphite pipe grease for a lubricant. If the joint between the pipes happens to be a flanged one, then cut a new gasket and line up the pipes before bolting the flanges together.

There are times, of course, when a pump fails to catch the water when started because of a leakage of the valves in the suction chamber. In this case the valve and valve seat could be corroded, chips or gravel may prevent the valves from seating properly or the valves and seats could have become so worn that new parts are necessary.

### Priming

Occasionally a pump will refuse to draw water when empty, especially if it has been shut down for a time. Then, of course, it needs priming. This simply means filling the suction pipe and part of the suction chamber, if there is one, and in some cases also the pump barrel with water so the pump can start under conditions similar to those under which it must work. To prime the pump, open the cock or valve in the priming pipe and allow water to flow down into the suction pipe and the pump. When these are full, close the valve again, and the pump is ready to start.

When the pump column is filled

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the drain?**



**NOBODY...but this may be happening in your plant!**

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biggest contributors to these losses, a Bready System of Waste Heat Recovery deserves your first consideration.

So, if you are interested in seeing your dollars roll into the profit column instead of down the drain, ask for a free Bready survey of your boiler plant operation. Write, wire or phone today for details, or your plant survey.

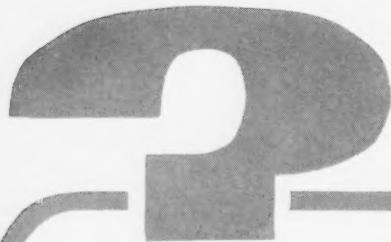


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with water and the pump is stopped, the water will run back through the pump if the foot valve is not tight. A gate valve or a check valve placed a short distance from the pump in the column pipe will stop this. In fact, a gate valve in the column keeps the pressure off the valves when the pump is not at work, and also prevents water from running back into the pump chamber when the valves are being repaired.

#### Packing

Packing of all rods and stems is the next step. Step-by-step procedure in packing stuffing boxes is about the same for either reciprocating or rotary shafts. But you must know the exact style and type of packing for the job. Water and steam will affect packing in various ways, so one "common" type won't do for all.

If the packing gland is screwed up

tight, leaks badly before shutting down equipment, the repacking job is long overdue. That's hard on the shaft.

*Taking out.* Fig. 2 pictures the steps for removal of old packing. If the gland is the split type, remove the nuts and place the halves together so they go back the same way. Even if parts are interchangeable, it's best to put them back the same way.

With the right packing hook, even

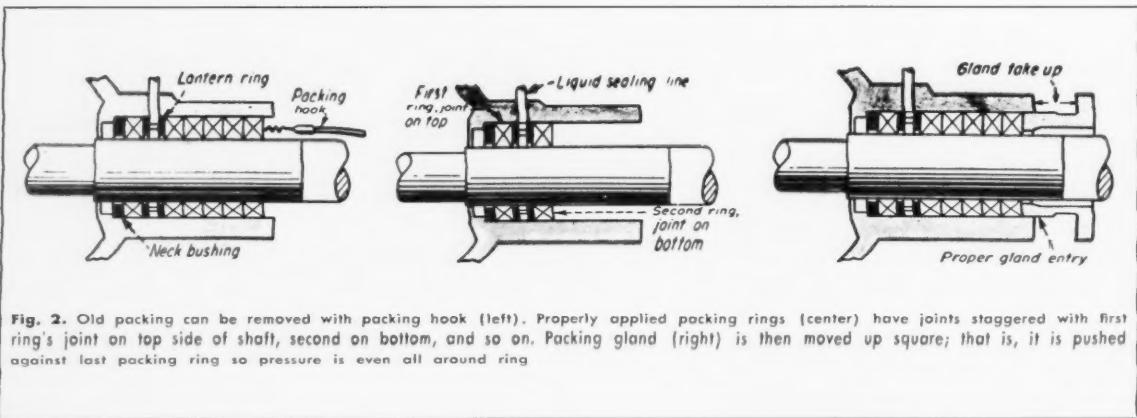
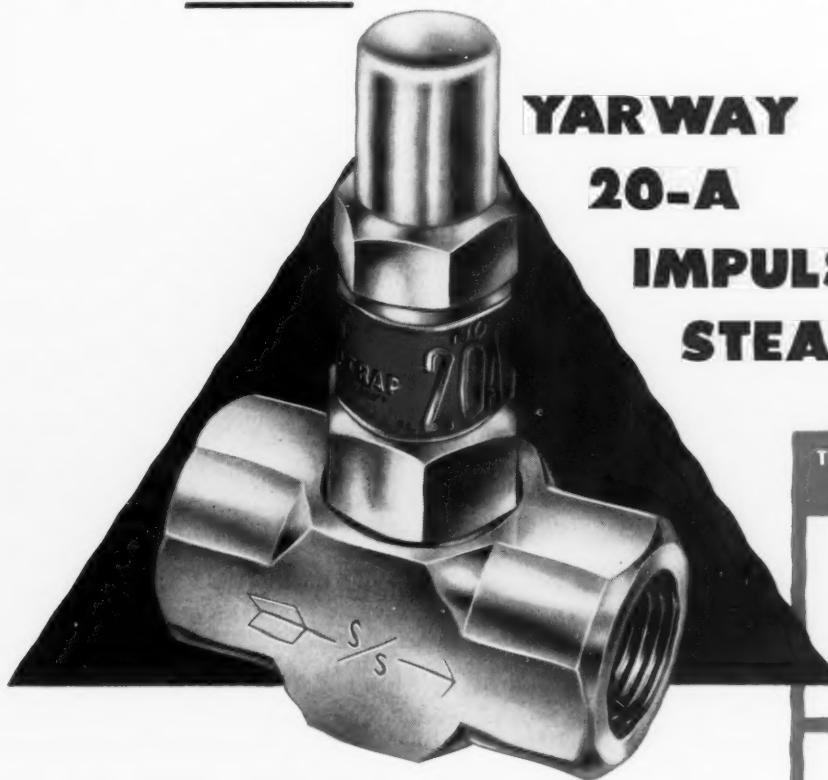


Fig. 2. Old packing can be removed with packing hook (left). Properly applied packing rings (center) have joints staggered with first ring's joint on top side of shaft, second on bottom, and so on. Packing gland (right) is then moved up square; that is, it is pushed against last packing ring so pressure is even all around ring.

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**LAUNDRIES** on small presses, puff irons, sock forms, drying cabinets, starch cookers, steam mains, etc.

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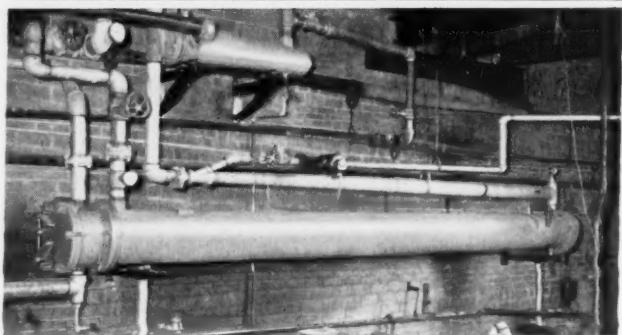
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# Whitlock

**WATER PREHEATERS AND STORAGE HEATERS**

glazed and brittle packing comes out. If the stuffing box has a lantern ring, remove that, also. Some lantern rings have holes tapped in the side for screwing in a threaded hook for their removal.

Small lantern rings usually have holes for hooking wire to remove them. Withdraw all old packing up to the neck bushing. Then make sure the gland is clean and the shaft is not badly worn.

Putting in. What size packing to use? Measure the shaft diameter and stuffing-box diameter. If the shaft is  $1\frac{1}{2}$  inches and the box is  $2\frac{1}{2}$  inches, the right size packing is one-half the difference, or  $\frac{1}{2}$  inch.



Fig. 3. Suggested group of handy packing hook sets

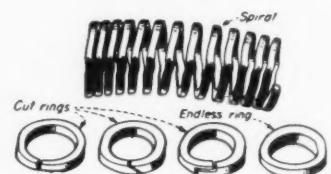


Fig. 4. Packing comes in spiral for cutting to shapes shown, or cut to size

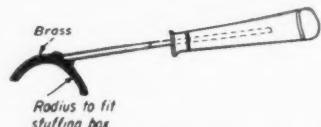


Fig. 5. Tool to make certain packing is evenly moved along shaft

Wrap spiral-type packing snugly around the shaft and mark with a sharp knife for the right length so the ends just butt. Then place the packing on a board and cut either a butt or angle joint (Fig. 4).

In the sketches shown, one turn of packing is between the lantern ring and the neck bushing, one with joint on top. Make sure the lantern ring lines up with the supply pipe for sealing.

Stagger the joint of the second ring against the lantern with the joint on bottom. The idea is to have each joint as far as possible from each other, which means at 180 degrees.

The gland must enter the stuffing box square and be taken up square (Fig. 5). Don't pull up on the packing too tightly. Slight leakage at the gland keeps it lubricated and cool, depending on service. If the shaft runs at reduced speeds on new packing until it "runs in," that lengthens the life and seals better, besides.

A good investment is packing-hook sets (shown in Fig. 3). Even if you don't have too much use for them, one tough job will easily pay for the right set.

Rigid hooks work well on jobs that are easy to get to, and where you need a good "purchase" or bite into the packing. Flexible shaft woodscrew ends and corkscrew ends work where the packing is solid or where you have to bend the hook a little.

Using the right hook often depends on trying each type on a tough job and working with the hook that is most helpful. For water and steam, it often pays to loosen the gland as far as it will go and then turn on pressure. Old packing blows out against the gland.

**Caution:** New packing is often completely ruined by careless mechanics. It's easy to scratch, burn or nick the shaft while packing the box. That also happens when packing valve shafts.

A tiny raised surface on the shaft will cut the packing as soon as the shaft moves. On a rotating or reciprocating shaft, new packing is cut so fast it needs tightening often, until the raised surface wears off—if it does wear off. Always check the shaft under the packing for flaws.

#### Types of packing

The packing job would be simple if endless rings could be slipped over the shaft. But most equipment takes cut-rings of one kind or another. One of three joints shown are usually cut from spiral packing, or they come cut to size.

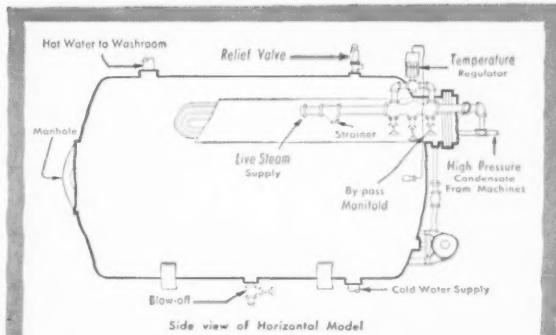
The angle joint is probably used more than the butt joint. The step joint is common for plunger or piston, but not necessary where more than one turn of packing is in the stuffing box.

Where most packing used is of the same size and length, use a small board as a miter box. With a stop at one end, packing can be cut with either butt joint or angle joint, without measuring around the shaft. Lubricate packing rings if the manufacturer suggests it. This is important.

#### Squaring tool

A simple tool to push packing square into a stuffing box is shown in Fig. 5. It's made from half-round brass, sized so it enters the stuffing box easily. Weld a small rod at right angles for a handle. As packing is pushed into the box, turn the tool around to various positions. Sliding the tool against the packing squares all rings so they are 90 degrees to the shaft. Repeat on the next packing turn to square that, also.

This may seem like a lot of trouble, but packing often gets jammed or cocked inside a long stuffing box. Tightening the gland over a fully packed box only squeezes several turns out of shape. Then the packing in the jammed side of the box is tight, while the other side has loose packing that more tightening won't cure. Always insist on this tool being used on every important job. □□



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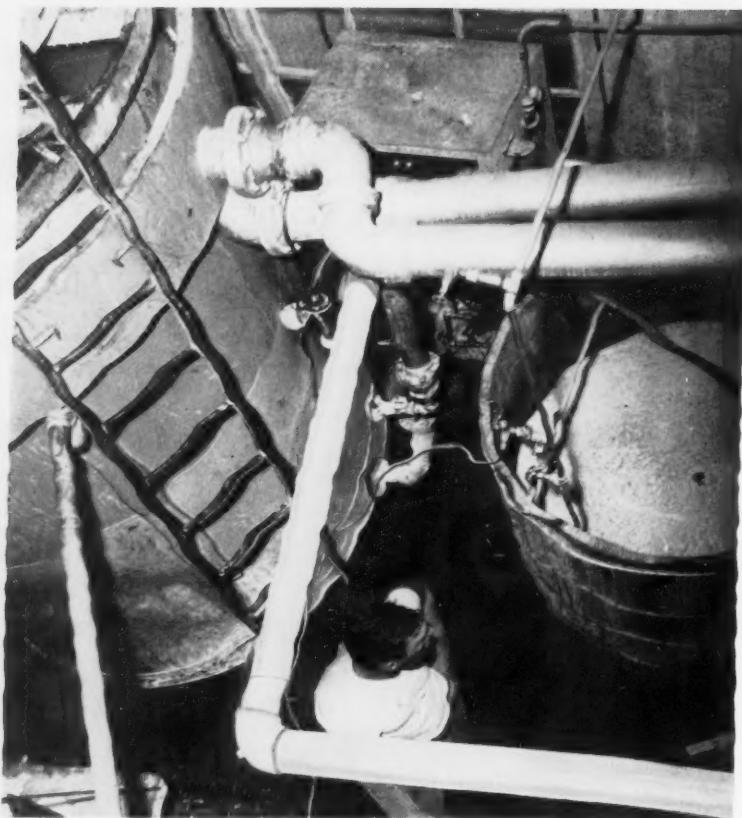
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**It costs** Riverside Laundry 25 cents for every 1,000 gallons of waste water it dumps down drain. This does not include cost of clarification unit shown here. This equipment consists of 150 g.p.m. flotation unit (left), alum tank (right) and automatic controls housed in box at top center

## Will You Soon Face This Problem?

Pollution control laws oblige some laundries to clean up waste water; case history cited

By HENRY MOZDZER

THE CLARIFICATION UNIT shown here does nothing more than clarify water just *before* it is dropped to the drain line.

The water is not reused and no worthwhile by-product is extracted from it.

This particular installation has al-

ready cost its owner more than \$22,000 in its two years of operation. Yet the laundry in which it is found could not stay in business without it.

This case is not a unique one. The laundry industry will feel the impact of the nation's drive against water pollution which has been fought in

the halls of Congress this spring. In addition to the new strengthened Federal Water Pollution Control Bill which President Eisenhower, in May, urged Congress to enact, state laws have been formulated—and are being enforced—to prevent the discharge of untreated wastes into rivers, lakes and coastal waters.

### Clean-up hits laundries

The upshot of this stepped-up clean-up campaign is that laundries which have been discharging wastes into open bodies of water, or into the groundwater, may be faced with the job of installing treatment facilities to eliminate substances that discolor, contaminate or rob public waters of their precious oxygen supply.

Three years ago the newly built Riverside Laundry, Inc., opened its doors for business in Dania, Florida. The plant was not then tied into the sewage canal system, but the inadequacies of its own drain wells soon created a drainage problem which required it to do so. This was not an easy task.

A Florida state law requires that wastes be treated to remove practically all settleable solids and to eliminate a major percentage of the organic matter which would cause receiving streams to become foul and septic. Florida's requirements are not more severe than those of other states; they are typical of what laundrymen may experience elsewhere in a nation that is gearing up its pollution control program.

### Heavy installation required

For the Dania Riverside Laundry the Florida law meant laying an 8-inch concrete sewer line the 350-foot distance between the plant and the canal, the building of four sludge drying beds, and the installation of a clarification unit which would clean the waste to the law's requirements.

The choice was either to comply with the law or suspend operations. Peter Vamvaks, owner of the Dania plant, went along with the law.

According to plant manager Frank Allen, the clarification unit installed here is built to accommodate 9,000 gallons of water an hour. At this writing, the unit has been in operation for 25 months and is said to have increased company expenditures by more than \$22,000 during this period.

The biggest operating expenditure, according to Mr. Allen, is for alum—the reacting agent used to precipitate

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Nicholson capacity is greater than that of any other trap of the same size. And, greater capacity—right across the board—means the Nicholson trap discharges condensate and air from washing and ironing steam lines and equipment *faster, more effectively.*

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- **each unit service tested—with steam.**

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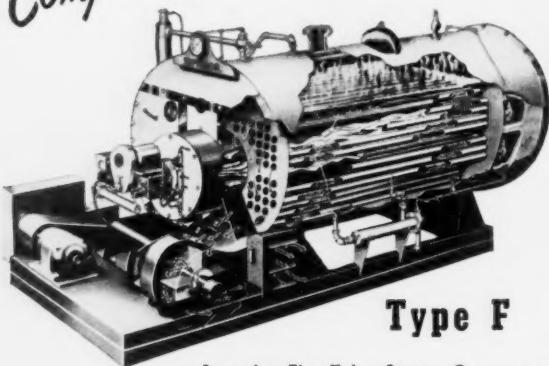


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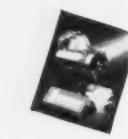
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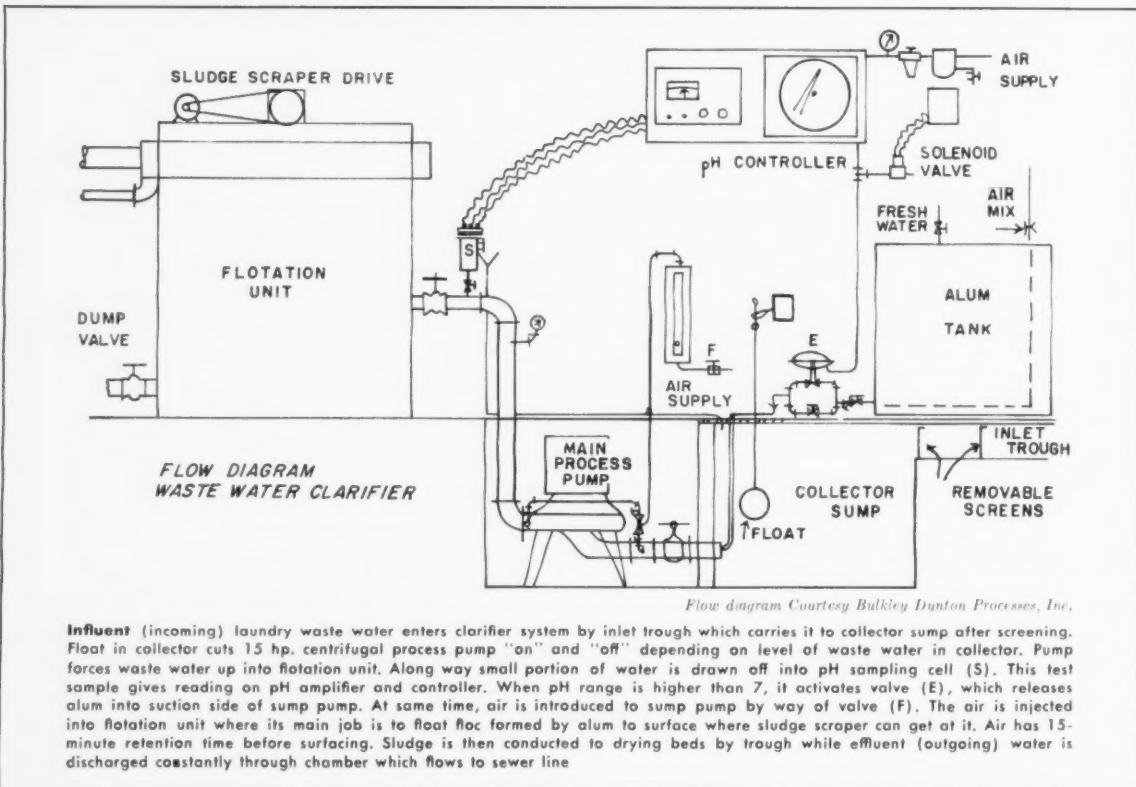
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The pH amplifier and recorder mechanism serve as "brain" or controller of this clarification system. The alum tank is seen in foreground at right

the offending material in waste water. The records show that \$15.45 worth of this chemical was used to treat 75,000 gallons of water. This averages out to a cost of 21 cents per 1,000 gallons. [Lime and silica are often used in the clarification process. They cost less but, unfortunately, were not



adaptable here since the precipitate formed by them tends to settle to the bottom.] This does not include the cost of electricity, maintenance and the cost to get someone in to haul the dried sludge away. If these costs were included, says Mr. Allen, the cost would average out closer to 25 cents per 1,000 gallons.

Just how dirty is the waste water that it warrants such an expensive installation? Plant manager Allen's studies reveal that approximately 30 pounds of sludge are removed for every 1,000 gallons of water run through the clarifier. This consists of about 7 dry pounds of solids made up of soil, cotton, soap, etc.

#### How it works

Stated simply, the Riverside clarification system works in this manner: Alum is introduced to the waste water to form a precipitate which rises to the top of the flotation unit. The sludge scraper skims the precipitate into an inclined sludge trough which conveys it to a drying bed. The clarified water, meanwhile, is passed into the sewer and on to the canal.

In actual operation, of course, the process is a little more involved. (See

schematic flow diagram for more detailed information.)

The Dania Riverside plant has its own water well and some savings could be realized if the clarified water were reused in the laundering operation. One reason why it isn't explained by Mr. Allen this way:

"We don't attempt to reuse the clarified water because it contains traces of alum. The alum creates a sodium aluminate soap which is insoluble and causes a build-up on the flat-work ironer. We can't have a 'rolling' problem since about 75 percent of Dania Riverside's volume is in com-

mercial flat and linen supply work."

Some thought has been given the possibility of by-passing the clarification system with the final rinse waters. Or possibly, to recycle the final rinse for use in the break bath. But the company's chief concern, at the moment, is to keep the clarifier working properly to comply with the requirements of the law.

Water pollution is a serious problem. This story implies that it can be an especially serious one for the marginal profit operator who may one day be called upon to install his own clarification unit. □□



A Burkay Model 718 commercial water heater, powerful, efficient, compact . . . generates all the hot water needs at the Progress Laundry on Alabama Street in Indianapolis.

#### PROBLEM:

**Do you require economical high-speed generation of hot water for your small branch operations?**

#### SOLUTION:

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For substantial savings in generating hot water, it will be worth your while to see your nearest A. O. Smith Distributor. A. O. Smith manufactures a complete line of Permaglas large Volume Water Storage Tanks for rust free hot water service.



**Burkay Model 718**  
High-Speed hot water generation  
Input: 420,000 BTU per hr.  
Recovery: 403 gal. per hr.  
(100° F rise)  
Compact: 67" high, 27" diameter



**The sludge beds** outside Dania Riverside's plant are made of concrete blocks set in the form of a rectangle. Each bed is 10 feet wide, 15 feet long, 4 feet high, and contains a layer of builder's sand as well as a layer of pea rock. The liquid part of the sludge drains down through these materials and finds its way into a network of loosely jointed tile pipes which carry it to the sewer.



**A. O. Smith Corporation, Permaglass Division  
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Please send me complete details about Burkay water heaters.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# NEWS

from the

## ALLIED TRADES

### Wyandotte Appoints Anderson and Cornwell



Richard V. Anderson (left above) has become assistant to the manager of the Laundry and Textile Department, Wyandotte Chemicals Corporation, Wyandotte, Mich. He will assist W. B. Appleby (right) manager of the department, according to the announcement made by Ford Ballantyne, Jr., vice-president and general manager of the J. B. Ford Division.

Mr. Anderson joined Wyandotte Chemicals in 1952 as a sales-service representative in the Buffalo area. He brings to the Wyandotte organization training and experience in laundry operation and merchandising.

W. P. Cornwell has been appointed sales manager of Wyandotte Chemicals Dallas district.

A graduate of Ohio State University, Mr. Cornwell joined



W. P. CORNWELL

Wyandotte in 1945 and served as a sales representative in Pennsylvania, Ohio and Colorado. In 1954 he was promoted to a sales management position at the Wyandotte office.

### Avco Gets National Coverage on Bendix

National coverage by franchised Bendix Commercial Laundry distributors is now virtually complete, including arrangements for Canadian and International distribution, it was reported by H. J. Mitchell, manager, commercial laundry division, Bendix Home Appliances Division, Avco Manufacturing Corp., Cincinnati, Ohio. Distributors will now sell directly to quick-service automatic laundries, coin-machine operators, motels and institutional buyers.

Mr. Mitchell announced that a series of regional meetings is

slated for June to give the new distributors 1956 promotional plans and information on new product and factory-supported financing arrangements.

### ALTA Elects New Slate

At a recent meeting held at the Hotel Bond in Hartford, Conn., the ALTA Club of Connecticut elected the following officers: president, Melvin Butt of Keystone Paper Co.; vice-president, Earl Young of American Laundry Machinery Co.; treasurer, Bill Arnold of Cowles Chemical Co.; secretary, Larry Harvey, Carman-Mitchell-Wing.

### Quincy Assigns Manager



LOREN GILLHOUSE

Loren Gillhouse has been appointed sales manager of Quincy Compressor Co., Quincy, Illinois, according to the firm's president, Mac Irwin. Mr. Gillhouse assumes his new duties after five years as Quincy's assistant sales manager. He has also served the company as a regional sales manager.

### New Distributors for Cook

W. L. Barton, executive vice-president of Cook Machinery Co., Inc., Dallas, Texas, has disclosed the appointment of four new distributors. They include: Procter & Hutchinson, 3710 14th St., N.W., Washington, D. C.; Frontier Alkali Corp., 210 Amherst, Buffalo, N. Y.; Sterling Supply Corp., 1-35 Porter, Philadelphia, Pa., and Austin Supply Co., 2170 Kurtz St., San Diego, Calif.

### New Monarch Executive



ROBERT W. BAER

Robert W. Baer of Columbus, Ohio, was recently named vice-president in charge of the Central division by the Monarch Laundry Machinery Corporation at Fort Lauderdale, Fla. Mr. Baer, long active in the quick-service laundry business

throughout Ohio, will manage Monarch's sales organization in the Ohio area. Experienced in laundry training and promotion, Mr. Baer personally operates several laundries in Columbus and Lancaster. He has installed many complete "Spic 'n Span" quick-service laundries and has pioneered a number of successful one-girl shirt unit operations.

### Hospital Praises Calgon

The use of Calgon water conditioner in the laundry of Pittsburgh's Presbyterian Hospital is paying off in greater patient comfort, lower laundering costs and longer life for linens and uniforms, it was reported by Calgon, Inc., Pittsburgh, Pa. Washing costs have been cut from 5½ cents to 4½ cents and linens and uniforms last up to a year longer, according to Earl Newsom, laundry superintendent.

### Carman-Conley Promotion



Carman-Conley, Inc., Chicago, Ill., is using its trucks as moving billboards to promote the services of the trade the company supplies. Shown above bearing the promotional message is one of the new fleet of delivery trucks that is exposed daily to the highly populated Chicago area.

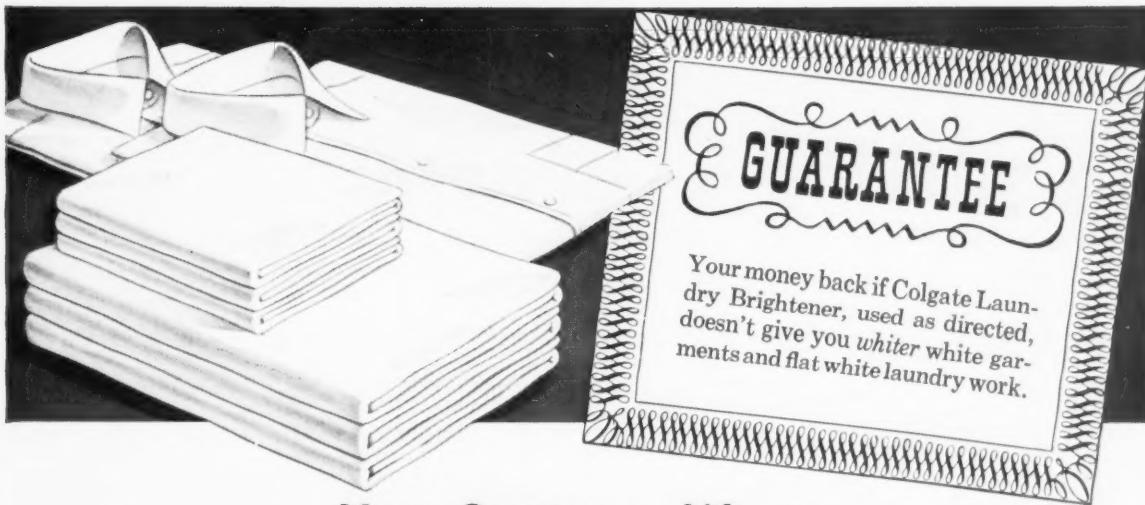
According to Bob Conley, vice-president, plantowners have been highly enthusiastic about the new advertising theme.

### Clinton Changes Name

A change in the name and ownership of Clinton Foods Incorporated, Clinton, Iowa, has been announced by H. A. Bendixen, vice-president and general sales manager. With the company's recent purchase by Standard Brands, Incorporated, the firm becomes the Clinton Corn Processing Company, a Division of Standard Brands.

The management will remain the same and Clinton personnel will continue making present contacts. No changes are contemplated in the existing brokerage setup for Clinton products.

With the change in ownership, Mr. Bendixen states, the



Your Customers Want  
Whiter Shirts, Sheets and Pillow Cases  
**COLGATE LAUNDRY BRIGHTENER** *Guarantees Them!*

Gets White Work Dazzling White, Colors Sunshine Bright in your Regular Wash Formulas

Added to your regular wash formulas, this amazing new detergent aid means the difference between dingy wash and brighter, whiter wash. Stable in all ordinary laundry bleaches, with no loss of effect during bleaching operations. Saves soap, eliminates bluing!



Packed in  
25 and 100-lb. drums!



Builds repeat business from satisfied customers, helps win new ones! Try it! Notice the big difference it makes in the quality of *your* work!

**FREE!** New 1956 Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Ask your C.P. representative for a copy, or write to our Industrial Department.



**Colgate-Palmolive  
Company**

300 Park Ave., New York 22, N. Y. • Atlanta 5, Ga.  
Chicago 11, Ill. • Kansas City 5, Kans. • Berkeley 10, Calif.

**BULLDOG 2 X 2  
WOVEN NETS  
PRINTED & SOLID COLORS**



**BULLDOG  
BAR - MASTER  
KNITTED NYLON NETS**

**THE  
BULLDOG  
LINE**

Here's the net that sets the standard in the industry for quality and service . . . Bulldog 2 x 2. Woven on modern looms of the finest heavy duty bright duPont high tenacity nylon, we guarantee it to be the finest net of its kind in the field, without exception.

If your laundry is not among those using this long wearing net, call your jobber today and get set for a very pleasant surprise. For you will see in actual operation, in your own plant, how the engineered toughness and fine quality of our Bulldog 2 x 2 result in economies that make it the smartest net buy on the market.

This photo shows the actual net size of our Bulldog Bar-Master net . . . but only a trial, in your own washers will point up the many advantages inherent in the 'slow-knit' method by which they are manufactured in our mill: Scientifically balanced; open knitted for free washing action; preshrunk, will not stretch or 'hour glass' in shape. Expands in width, handles all types of wash safely; Easy on hands and buttons; Easier loading, pinning, washing, loading and sorting. Longer wearing . . . Best dollar for dollar net value in the field.

Your jobber has all sizes and colors in Bulldog Bar-Master nets. Order today.

**X. S. SMITH, INC.**

RED BANK • NEW JERSEY

combined resources and experience of both Standard Brands and Clinton will be devoted to providing products and service for the company's customers.

**Braun Appoints Saunders**



ARTHUR SAUNDERS

Arthur Saunders has been appointed new district sales manager in the state of Michigan for G. A. Braun, Inc., according to an announcement by H. J. Werner, president.

Formerly associated with Textile Marking Machinery Co., Mr. Saunders is now located at 207 Austin St., Royal Oak, Mich.

**American Promotes Jeffre and Gerling**



DAVID N. JEFFRE

The American Laundry Machinery Company, Cincinnati, Ohio, has reported the promotion of two key personnel in the Eastern sales division and Cincinnati general office. Ray Anthony, general sales manager of the company, states that David N. Jeffre, formerly assistant Eastern sales manager, has been appointed Eastern sales manager, succeeding the late L. C. Winans. Ross L. Gerling, who was assistant general sales manager-administration, will assume the position of assistant Eastern sales manager.

Joining the company's gen-



ROSS L. GERLING

eral sales division staff in August 1926, Mr. Jeffre was assigned to the survey engineering department of the Eastern sales division the following January. He has had extensive experience in the firm's various offices.

Ross L. Gerling began his career with American in 1927 in the St. Louis office. He has handled sales supervision in the Eastern sales division, becoming a sales representative in 1945. Two years ago Mr. Gerling was made assistant to the general sales manager, and recently assistant general sales manager-administration.

**Salesmen Attend Ald School**

Twenty-four new salesmen recently attended a 5-day Sales Training School sponsored by Ald, Inc., Chicago, Ill., national distributor of commercial laundry equipment, and sales, service and merchandising organization for Westinghouse Laundromat Equipped Half-Hour Laundries.

Instructors included: Pat McDonald for Bruner Softeners; Monte Huebsch, Jr., and Frank Wright for Huebsch Dryers; Lee Bond for A. O. Smith Corporation; Bob Coleman for Forse Equipment Co.; Will Johnson for Chicago Dryer Co., and Bill Barton for Cook Machinery Co., Inc.

**Post Ad Boosts Laundries**

"You Just Can't Beat the Expert Touch of a Professional Laundry!" is the headline of an advertisement to appear in the July 14, 1956, issue of *The Saturday Evening Post*. This advertisement, which circulates to more than 20 million regular readers of the *Post*, is the second devoted to professional laundering sponsored by Wyandotte Chemicals J. B. Ford Division. Several merchandising aids to "tie in" this advertise-

ment with local sales promotion are now available from Wyandotte Chemicals jobbers, district offices and service representatives. These include two sizes of newspaper mats, a 22-by-28-inch blow-up of the *Post* advertisement, a sample bundle insert, and a sample shirt band.

The ad will appear in June issues of leading laundry journals. A mailing to which will be attached a copy of the advertisement and an offer of the merchandising aids will be sent by the J. B. Ford Division of Wyandotte Chemicals to every commercial and institutional laundry in the United States and Canada.

#### Avisco Promotes Hart

Harold S. Hart has been assigned to the Chicago district office of American Viscose Corporation, Philadelphia, Pa., as a sales representative, according to John W. Little, general sales manager of the film division. Formerly a technical service representative with headquarters at the Fredericksburg, Va., cellophane plant, Mr. Hart will act as cellophane salesman in the Indiana-Kentucky territory.

#### Cowles Appoints Donnelly, Potish, Ryan Technical Representatives



DAVID J. DONNELLY



EDWIN H. POTISH



JAMES G. RYAN

W. J. Schleicher, manager, laundry department of Cowles Chemical Company of Cleveland, Ohio, announced three appointments recently.

David J. Donnelly has been selected as the new Cowles technical man to handle sales and service of alkaline laundry detergents and related items in the upper New England area, with headquarters in Boston. This is the territory formerly covered by Al Jurusz, who resigned to manage his family's laundry in South Boston. Mr.

Donnelly has had 11 years of experience in industrial chemical sales in New England.

Edwin H. Potish was named technical man in the metropolitan New York area. He will handle the sales and servicing of the company's line of laundry chemicals in cooperation with Cowles technical men S. Nelson Benson and Matt Robinson. Mr. Potish has had considerable experience in the laundry business having owned and operated a laundry and cleaning plant in Medford,

Mass. He also is experienced in several other phases of the textile maintenance business.

James G. Ryan is the new technical man in the Chicago area. He will handle the sale and servicing of the company's laundry detergents. Mr. Ryan has had considerable sales and service experience in industrial chemicals and sanitary specialties, according to Cowles. He has also been active in the sale of towel and linen service in metropolitan Chicago.

*Continued on page 86*



ABOVE: The Uni-Mac Twin Model 400—Washes and damp-dries up to 120 lbs. per hour • Speeds up family service • ACTIVATES FEEDER PLANTS • Excellent for doing dye-work • Handles delicate fabrics safer than any other machine made for laundering • Relieves other heavy-duty equipment • Handy for washing go-backs and 3-hour shirts • Occupies only 10 sq. ft. of floor space.

#### The UNI-MAC Company

1917 S. Federal Hwy.

Ft. Lauderdale, Florida

## ... The Amazing Washer-Extractor That's OPENING UP NEW MARKETS for LAUNDRIES

Power laundries, large and small, all over America are fast adapting the UNI-MAC TWIN to their Main Plant and Feeder Plant operations.

#### HOT OFF THE PRESS . . .

UNI-MAC'S advertising and sales promotion guide "YOUR BLUE PRINT to SUCCESS with UNI-MAC" is just off the press. Contains valuable help.

#### .... WRITE FOR YOUR FREE COPY

CLIP COUPON — MAIL TODAY!

#### The UNI-MAC CO.

GENTLEMEN! Please forward us a copy of "YOUR BLUE PRINT to SUCCESS with UNI-MAC."

Company \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

# BUILT TO TAKE PUNISHMENT

**Strength & Endurance  
at low initial cost!**



## Cotton LAUNDRY NETS by ANCHOR-ROME do the best job in your washer

- Stick to the wheel for thorough 'washboard' action'
- Lower initial investment
- Do not snag easily
- Open LENO mesh allows greater penetration
- Proven by years of experience

### NYLON also available!

Have you tried our nylon LENO net #803... now in its second year of service to many satisfied customers.

Ask your supplier today about our 8 lb. net #796, specially designed for diaper laundries.

## Iselin-Jefferson Company, Inc.



Selling Agents

MAIN OFFICE: 90 WORTH STREET, NEW YORK 13, N.Y.  
UPTOWN OFFICE: 1430 BROADWAY, NEW YORK 18, N.Y.

ATLANTA BALTIMORE BOSTON CHICAGO CLEVELAND DALLAS DETROIT LOS ANGELES  
MONTREAL PHILADELPHIA ST. LOUIS SAN FRANCISCO TORONTO

Continued from page 85

### Prosperity Names Three New Salesmen



THOMAS R. STAPLETON



GEORGE E. VIVIAN



ALBRO E. HALL

Graduates of The Prosperity Company, Inc., sales training program headed for district territories late this month following completion of classroom and field instruction courses at the company's new school at Syracuse, N. Y.

Thomas R. Stapleton was assigned to the Atlanta district and will serve the Florida territory with William F. Jandos, Miami sales representative. George E. Vivian will cover the Fort Worth district office and Albro E. Hall will operate in California with headquarters at Prosperity's Los Angeles district office.

The new salesmen were among the first group to complete extensive courses in Prosperity's new sales training program which began in March. A unique feature of the school

is an operating laundry and drycleaning plant where trainees receive simulated field experience. The next class is expected to form shortly.

### Colgate-Palmolive Elects New Directors



RALPH A. HART



ROBERT E. HILBRANT

At the annual stockholders meeting of the Colgate-Palmolive Company held at the Waldorf-Astoria Hotel April 25, Ralph A. Hart and Robert E. Hilbrant were elected directors. All other directors were re-elected.

Mr. Hart started with the organization in 1932. He has served as managing director of subsidiaries in India and Australia and as vice-president of Colgate-Palmolive International Incorporated. In 1955 he became a vice-president of the

# Polymark

## The world's finest temporary marking machine

A complete and proven system to give you greatest economy, ACCURACY and speed in every laundry operation

Polymark Division

PINNACLE PRODUCTS CORP.

56 Grand Street, White Plains, N. Y.  
1515 Gardena Ave., Glendale, Calif.

Canada: Simmonds Products of Canada, Ltd. 5800 Monkland Ave., Montreal



Write for brochure and name of distributor nearest you.

parent company and president of Colgate-Palmolive International.

Mr. Hilbrant became associated with the company in 1954.

### Hoffman Names Distributors in Kentucky, Florida



JOHN W. HOLBROOK



ROGER W. CLERK



DON HOFFMAN

U. S. Hoffman Machinery Corporation recently announced the appointments of two new distributors for the company's drycleaning, laundry and pressing equipment. Hoffman Machinery Distributors of Kentucky, Inc., will serve in that state with headquarters at Morehead, Ky. Atlantic Chemicals, Inc., of Orlando, Fla., lo-

cated at Michigan Ave. and Railroad, will serve all state counties except those west of Tallahassee.

The new Kentucky company was formed by John Will Holbrook and James M. Clayton. Mr. Holbrook has spent the past 30 years in the industry and is presently operating a commercial laundry and drycleaning plant in Morehead. Mr. Clayton has for many years been an equipment distributor.

Roger W. Clerk for the past 12 years has been president of Atlantic Chemicals. He was formerly associated with Biscayne Chemical Laboratories of Miami for over 15 years. Atlantic's vice-president and general manager is Don Hoffman who has spent his entire business career in the industry. He operated his own plant in Tampa, served several years as a sales representative for a major soap manufacturer and 15 years as assistant manager of the laundry and drycleaning department of a well-known firm.

# FACTS YOU SHOULD KNOW ABOUT



# DARNELL CASTERS AND WHEELS

1  
2  
3  
4

RUBBER TREADS . . . a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.

RUST-PROOFED . . . by zinc plating, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.

LUBRICATION . . . all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease-gun lubrication.

STRING GUARDS . . . Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.

## Figure Savings Over the Years

WRITE FOR FREE  
DARNELL MANUAL

DARNELL CORPORATION, LTD.

DOWNEY (LOS ANGELES COUNTY) CALIFORNIA  
60 WALKER STREET, NEW YORK 13, NEW YORK  
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

# These helpful booklets Can Show YOU HOW To:

- Solve special problems
- Train new help
- Make more money

1. "How To Clean Cotton Rugs" ..... \$ .25  
instructions for best handling of shag rugs
2. "Manual for Training Silk Finishers" ..... 1.00  
top quality finishing on all garments
3. "The Laundry Primer" ..... .50  
ABC's of washroom operation
4. "Storage for the Drycleaner" ..... .50  
guide to vault installation, operation
5. "Guide to Plant Layout" ..... 1.00  
making the drycleaning plant more efficient
6. "How To Train Finishing and Folding Operators in the Laundry" ..... 1.00  
top-quality finishing in the laundry
7. "Manual for Training Wool Finishers" ..... 1.00  
the complete job on all types of garments
8. "Guide to Construction and Remodeling of Drycleaning Plants" ..... 1.00  
ABC's, from planning to landscaping
9. "How To Build a Greater Demand for Your Professional Laundry Services" ..... 1.00  
specifics on bigger business, more profit
10. "Handbook for Route Sales Executives" ..... 6.00  
solving problems in route selling
11. "Let's Talk Drycleaning" ..... 2.00  
how to sell more drycleaning service

To order, check number and mail coupon.  
Special rates on quantities quoted on request.

## STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, N. Y.

Send books indicated below.

My check for \_\_\_\_\_ is enclosed.

1	2	3	4	5	6	7	8	9	10	11
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Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

S-6

**SIMPLY LAYS ON**

**Model CBBY**  
**CABINET BOSOM**  
**BODY YOKE PRESS**  
Pat. Pending

**Model CS**  
**CABINET**  
**SLEEVE PRESS**  
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**AJAX** **SUPERMATIC**  
**SHIRT UNIT**

**Model CCW**  
**COLLAR**  
**AND**  
**CUFF PRESS**

**PRODUCE THE PERFECT SHIRT**

**WESTERN LAUNDRY PRESS CO. • SALT LAKE CITY, UTAH**  
Manufacturers of **AJAX** Laundry Presses Since 1929

Write, wire  
or phone for  
complete  
information.

Each of these  
models can be  
added individu-  
ally or as  
a unit.

Conversion  
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on request.

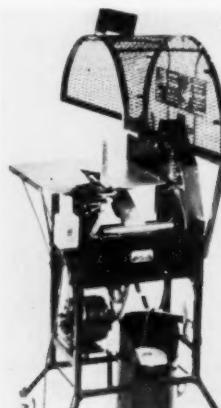
## NEW PRODUCTS AND LITERATURE

Continued from page 6

perchlor drycleaning units, the new "No-Surge-Over" still will soon be a component of Manitowoc 35-pound synthetic systems. It will also be available as an independent unit.

Complete information on the still may be obtained from Manitowoc Engineering Corp., Manufacturing Division, Manitowoc, Wis.

### Device Speeds Bundle Tying



### Steel-Hard Bulletin

The Monroe Company has issued a new application bulletin, descriptive of Steel-Hard granular plastic flooring compound.

Said to easily withstand 20-ton loads, Steel-Hard is especially recommended for loading docks and aisles subjected to heavy industrial traffic. It is said to be particularly suitable for extra-heavy, steel-wheel trucking areas. Steel-Hard can be used to patch or resurface any concrete floor, indoors or out, according to the company.

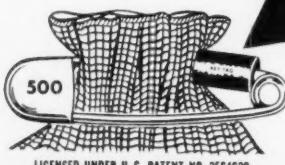
For bulletin copies, write The Monroe Company, Inc., 10703 Quebec Ave., Cleveland 6, Ohio. Request Form 1087.

### Diamond Issues Bulletin

"Selecting an Alkali" provides the theme for the latest issue of the *Diamond Washroom Digest*, a quarterly information bulletin published for laundrymen by the Technical Service Department of Diamond Alkali Company.

Outlining the functions performed by an alkali as a soap builder, the booklet explains how chemically engineered ma-

color code  
speeds wet assembly!  
protect nets!  
prevent drop outs!



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THE KEY-TAG CHECKING SYSTEM CO.  
6511 HOUGH AVENUE, CLEVELAND 3, OHIO

### KEY-TAG'S "F-S" RUBBER MARKERS

Fits your 4 1/4" and 5" pins.  
Color check speeds work  
flow. Marks every laundry  
lot! Keeps nets tightly  
closed, prevents snagging  
in pin coil. Six no-fade  
colors.

WRITE FOR SAMPLES, PRICES

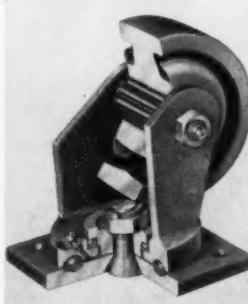
terials of this type should be selected to fit individual washing conditions. Briefly discussed in this connection are such subjects as the effect of builders on soap, active versus inactive alkali, conditions that alter pH, buffering, titration, and the relation of titration and pH.

Copies of this factual, informative literature may be obtained by writing to Silicate, Detergent, Calcium Division, Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio. Ask for Vol. 4, No. 1 of the *Diamond Washroom Digest*.

#### New Divco Delivery Truck



#### Darnell Basket Caster



Darnell Corporation, Ltd., 12000 Woodruff Ave., Downey, Calif., has developed casters for extractor baskets, which are said to have a greatly increased load and shock capacity. The top plate dimensions are 4 by 4 inches with 3-by-3-inch bolt-hole centers, making it a convenient size where space is limited. The extra heavy plates for large-size ball races and the heavy king bolt with castellated nut, adjustable for taking wear, impart a durability adapted to hard usage. This controlled-specification iron has 40,000 pounds psi.

Among the special features noted by the manufacturer are string guards that keep string

Divco Corporation, 22,000 Hoover Rd., Detroit 5, Mich., has announced production of the new Model 52 10-foot Body "Dividend Series" delivery truck that features large 412-cubic-foot cargo capacity and long, economical service life. Built to answer the need for a large-capacity multistop delivery truck, the new model is built on a 117-inch wheelbase chassis of drop-frame construction.

Like the bigger 130-inch wheelbase Model 42, the Model 52 is offered in a choice of rated capacities of 7,000, 10,000, 12,000 and 14,000 GVW depending on equipment. A spacious cargo compartment allows the driver over 6 feet of headroom for easy stand-up handling of load. The compact design gives over-all length no greater than that of an average passenger car and provides maximum maneuverability in close spaces. The truck will turn around completely in a 40-foot street, according to the manufacturer.

Three years in planning and testing, the new vehicle is a forward-control type affording the driver a wide, deep windshield and maximum visibility.

The 117-inch wheelbase Model

TEAR OUT THIS AD AND  
ATTACH TO YOUR LETTERHEAD

## Do You Build Your Own Washing Formulas?

Lever's pure concentrated soaps dissolve instantly, producing heavy, full-bodied suds for the efficient washing of cottons and linens:



SPUNN DIAMOND  
88% Flakes

SPUNN DIAMOND  
92% Powder

Easy to handle, these pure soaps appeal particularly to laundries who build their own soap tank before adding to the wheel. They can, however, be added dry to the wheel.

For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
390 Park Avenue, New York 22, N. Y.

JUMBO NET PINS  
COVER CLOTH FASTENERS  
MARKING PINS  
STRAIGHT PINS  
DRY CLEANER CLIPS  
SAFETY PINS

**RISDON**  
**REMO**

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**KNOWN FOR QUALITY & SERVICE  
THROUGHOUT THE TRADE**

- Immediate Shipments
- Complete Dealer Coverage
- A Pin For Every Need

**THE RISDON MANUFACTURING COMPANY**

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WRITE FOR LATEST COMPLETE CATALOG

# SEWING EQUIPMENT a BIG QUESTION MARK?



THREAD

We can supply all these time and labor saving machines.

Make the customer feel you can give him something EXTRA! It costs so little to give these services with modern productive equipment.

Write to us for full details

**CHANDLER MACHINE COMPANY**  
AYER, MASS.

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## Want A Better Built Soap?

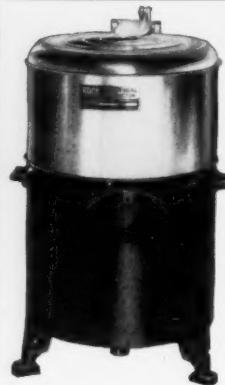
For better emulsification of dirt and grime in the laundering of all fabrics, Lever supplies a scientifically balanced formula of soaps, softener, alkalies and whitener:



**FORMULA 770—**  
spray-dried to homogeneous, free-flowing beads.

Suds are heavy and full-bodied. Beads may be added dry to the wheel or used with additional builders to meet your own conditions.

For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
390 Park Avenue, New York 22, N. Y.



## BOCK EXTRACTOR

Insist On A Bock  
and  
You Will Have The Best  
We have made Extractors  
Exclusively For 35 Years

Sizes 15" 17" 20"

**BOCK LAUNDRY MACHINE CO.**  
TOLEDO 2, OHIO

52 is 17 feet long and has an overall height of 108½ inches. Inside dimensions are 80½ inches wide by 74 inches high by 125 inches long. The model is powered by the Divco Super 6 engine with four-speed synchromesh transmission. A well-engineered suspension system provides excellent stability and smooth ride at all speeds, according to Roy Sjoberg, Divco vice-president of sales.

Optional items like full door extensions, insulation and refrigeration systems, dual rear wheels, bulkhead doors, heater, etc., are available.

### Enley Ion-Exchange Unit



Keyes-Davis Company, 74 14th St., Battle Creek, Mich., has announced that it is handling national distribution of Kar-Bar, an adjustable car rack that fits over the coat hooks provided in most cars and station wagons.

Composed of chrome-plated, heavy-gauge steel, these bars can be expanded to fit any size car and are attached with three rubber stops to keep hangers from sliding when only a partial load is carried. A special feature of this bar is that it can be attached in a matter of seconds and there are no screws to adjust.

Kar-Bar is available through jobbers across the country.

### Worthington Issues Specification Sheets

Low-cost mineral-free water, equivalent in ionic purity and softness to distilled water, is now available from any water outlet with the new "Perma-Demol" unit, according to its manufacturer, Enley Products, Inc., 1236 Broadway, Brooklyn 21, N. Y.

The unit produces up to 100 gallons of mineral-free water before the ion-exchange mate-

Worthington Corporation has issued specification sheets giving complete dimensions and operating data on both vertical and horizontal models of its new line of central-station, cabinet-type air-conditioning units. Outstanding features of the new line are said to be its complete flexibility and compactness which can solve almost any space problem, according to



**"Eliminate your bleach damage"**  
**switch to COM-PAT...**  
**the controlled bleach that does**  
**a perfect job with every load**



Com-Pat is a safe, soluble, fine granular bleaching material for use directly to the wheel. It eliminates any need for tanks, crocks, carboys and the testing of stock bleach solutions.

Discover the answer to your bleach problems by asking your jobber for Com-Pat or write to

**MARTENS CHEMICAL CORP.**  
 243 Clinton Avenue, Kingston, New York

the company. Interchangeable quality concrete is being produced through improved control of water, air and rate of discharge and intake. The units are designed for use in stores, shops, large factories, hotels, etc.

For a copy of the specification sheets write to Advertising & Sales Promotion Department, Worthington Corporation, Harrison, N. J., specifying bulletin #C-1100-S106P (vertical model), bulletin #C-1100-S107P (vertical and horizontal models), and bulletin #C-1100-S108P (horizontal model).

#### Master Builders Film

The Master Builders Co. has announced a new color film that shows how better, uniform

in meeting concrete requirements caused by variables in materials and conditions. Demonstrating the need for controlling these variables to obtain hour-hour uniformity of concrete, it shows how Pozzolith is being employed to accomplish this result.

This 30-minute film, "The Man With the Trowel," is available for private showings to groups of any size. Requests should be addressed to The Master Builders Co., Division of American Marietta Co., Cleveland 3, Ohio.

#### "Have a Good Time"

Vacation safety is the theme of a new booklet and film produced by the National Safety Council. A valuable reminder to give employees on the eve of their vacations, "Have a Good Time" shows them how to enjoy themselves away from the job and how to return safe and sound. Colorful drawings illustrate safe rules of driving, swimming, camping and other vacation activities.

"Vacation Safety," a 10-minute sound motion picture, entertains while it teaches workers how to relax safely. It shows the vacation-bound employee how to avoid the special hazards of travel, camping and strenuous athletic activities.

For a sample of the booklet, "Have a Good Time," and further information on the film, "Vacation Safety," write to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

#### CRI Names Girard

The Canadian Research Institute of Launderers and Cleaners has announced the appointment of John S. Girard as CRI's managing executive (supervising field service). Mr. Girard succeeds Ernest Finlayson.

Mr. Girard, who is completely bilingual, is presently located in Quebec City. He is conversant with the laundry and drycleaning industries and understands their diversified problems. Mr. Girard has been employed in the past by Procter and Gamble, W. R. Brock Company Limited, Products and Services Limited, and more recently by the International Envelope Company.



#### TAG-O-LECTRIC THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE for LAUNDERERS & CLEANERS

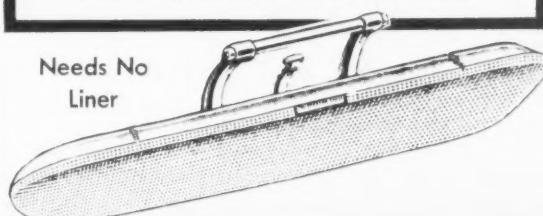
Makes, marks and power staples temporary identification tags to pieces. Precision, selective single or double stapling. Time-saving system of coding by color, numbers and letters. Flag tag dispenser. With Tag-O-Lectric you adapt control to your operation ... not adapt your operation to a system.

**TEXTILE MARKING MACHINE CO., Inc.**  
 2204-30 ERIE BLVD. EAST SYRACUSE 1, N. Y.

Why pay for TWO...when ONE will do?

## GROSS STAR

ALL ALUMINUM SINGLE PLATE



Needs No  
 Liner

**DOES MORE at LESS COST**

- SAFELY presses ALL fabrics
- No Liner Needed
- Won't "Nickel" Mark
- Holds proper heat
- Won't "Shine"
- Costs less — lasts longer

You'll get Less If You  
 pay More than

**\$16.85**

up to 46"

over 46" — \$21.75  
 mushroom — \$12.50

FROM YOUR JOBBER...LOOK FOR THIS FAMOUS NAME PLATE

**GROSS STAR GRID PLATE "for Better Pressing"**  
 MFD. BY L. BEHRSTOCK CO. 1708 S. STATE ST.  
 CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022

TEAR OUT THIS AD AND  
ATTACH TO YOUR LETTERHEAD

## Want to Wash Delicate Fabrics Efficiently Yet Gently?

Lever has designed a completely built synthetic to give whiter, brighter laundering in hard or soft waters. It is compounded with mild builders and one of the most efficient and stable whitening agents known:



**FORMULA 880**—  
spray-dried, free-flowing  
white granules.

This synthetic detergent is especially suitable for delicate fabrics and colors at mild temperatures. It is also compounded for heavy duty washing.

For complete information, mail ad to:  
**LEVER BROTHERS COMPANY**  
390 Park Avenue, New York 22, N. Y.

Available to you now . . .

### TWO NEW MONEY-MAKING VOLUMES

by FRED DEARMOND

#### 1. "Handbook for Route Sales Executives"

18 chapters of solutions to problems in directing a route selling force . . . . . \$6.00 each

#### 2. "Let's Talk Dry Cleaning"

tested methods for selling more drycleaning service. Good training tips for routemen, clerks, phone operators, others . . . . . \$2.00 each

### STARCHROOM LAUNDRY JOURNAL S-6

305 East 45th Street, New York 17, N. Y.

Send the book(s) I've checked

1	2
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My remittance for \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Special rates for quantities quoted on request.

## KEEP COOL

Next season with the "EURECO" Spot Cooling System. Complete information on request or see our ad on page 159 of the GUIDEBOOK—October Starchroom.

**Now is the time** to make plans for next year's hot weather. This system improves labor-management relations, cuts time loss, reduces claims, increases production and efficiency, eliminates personnel turnover.

**EURE AND COMPANY**  
Box 221, Edgewater, Maryland

## Convention Calendar

Virginia Association of Launderers & Cleaners, Inc.  
Hotel John Marshall  
Richmond, Virginia  
August 19-21, 1956

American Institute of Laundering  
Denver, Colorado  
October 4-6, 1956

Institute of Industrial Launderers  
Hotel New Yorker  
New York, New York  
October 22-27, 1956

## Obituaries

**Julian H. Green**, 50, owner of the Ideal Laundry, Milwaukee, Wisconsin, died at Lake Lawn, Wisconsin, of a heart attack on May 17 while attending the annual Wisconsin Laundryowners Convention. He was a past president of the Wisconsin Laundryowners Association, the Milwaukee Laundryowners Association and had served as director on both groups. Surviving are his wife and daughter.

**Walter S. Nathan** of Milwaukee, Wisconsin, a field representative for Hungerford & Terry, Inc., Clayton, New Jersey, died April 22. Mr. Nathan was a widely known water-conditioning engineer and was associated with Hungerford & Terry for over 10 years. During this time, the territory of Wisconsin and upper Michigan became one of the strongest for the firm under Mr. Nathan's direction.

**George H. Ross**, former head of Killip Laundry Co., Albany, New York, died recently. Mr. Ross had been retired from active business life for several years. He had been interested in conservation affairs for many years, and was a member of Masters Masonic Lodge. He is survived by his son, Joseph, who became president of the firm when his father retired.

**Arnold G. Smith**, a director of the New England Laundry Co., Hartford, Connecticut, died recently in Florida. Mr. Smith was a former chairman of the Fire Prevention Committee of the Hartford Chamber of Commerce, and had served with the Charter Oak Boy Scout Council as district chairman for many years. He is survived by his wife.

# CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net: not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

## LAUNDRIES and CLEANING PLANTS FOR SALE

Central Florida—Complete laundry, drycleaning and rug shampooing plant, over \$40,000 gross business. Price \$39,500 with real estate. **ADDRESS**, Box 1149, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE—Laundry and drycleaning plant near Whitman Air Base. Fully equipped steam laundry. Mercury cleaning system. Write—Windsor Laundry & Cleaners, Windsor, Mo. 1205-2

COLUMBUS, INDIANA—Laundry doing nice business. Good equipment. \$30,000 cash for equipment and business. Long-term lease for 34 x 115 ft. building. Schuette's Laundry, 921 Fourth St., Columbus, Ind. 1206-2

Complete small laundry in center of fast-growing Virginia town for sale. Wish to retire. Room for expansion and drycleaning. **ADDRESS**, Box 1201, STARCHROOM LAUNDRY JOURNAL. -2

The Oroville Laundry and Drycleaners. Well established in fast-growing Northern California community, located at the gateway of the beautiful Feather River County and site of proposed Oroville Dam. Good laundry and cleaning equipment. New 1956 delivery trucks. Good steady volume. For sale with or without real estate. P. O. Box #1410, Oroville, Calif. 1202-2

FOR SALE: Unusual opportunity for profit. Laundry and drycleaning plant. Midwestern city of 85,000. Volume \$160,000 and growing. Well located, modern equipment. Industrial engineering methods. Low payroll %. 5 trucks. **ADDRESS**, Box 1160, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: Modern laundry and drycleaning plant, also storage vault, in fast-growing Mississippi town. Cover large territory, minimum competition. 1955 volume over \$150,000. Established 27 years, two owners. Trucks, land, buildings and equipment at less than replacement. Easily recover investment in 10 years or less. Discuss reasons for selling with interested buyer. **ADDRESS**, Box 1237, STARCHROOM LAUNDRY JOURNAL. -2

The attached photos are individual pictures of the various operations of the Fashion Cleaners with the Ideal Laundry, Fort Smith, Arkansas.

The location at 619 thru 623 Towson consists of a most modern fur vault and fur services, in conjunction with an individual "batchelor bundle" laundry Service, washing and finishing, together with a cleaning plant with hat renovation and garment re-weaving.

The 612 thru 616 Towson location is the home of the Ideal Laundry and the general offices.

The 1600 thru 1606 South "B" Street location is the original home cleaning plant; also, the location of the shoe repair and re-finishing, and barber salon.

Greenwood and Grand is a newly opened, conveniently located call office on the intersection of two main traffic arteries.

The "Y" at 10th and 11th Streets is an additional new, modern call office, located on the point of two-way traffic, which is the second heaviest traffic boulevard in the State of Arkansas.

1709 Dodson is the location of an additional call office and, also, the warehouse for the buying company of these operations which is referred to as Cle-Laun Distributing Company.

1215 Main, Van Buren, is also a call office in our neighboring city.

These places have just recently been completely remodeled with very beautiful call offices, consisting of mahogany paneling, glass display type counters, with the latest architectural features. The two cleaning plants and, also, the two laundry plants, which service the work of these various operations, have been completely revamped with modern, up to date equipment.

This operation is the largest in dollar volume in the State of Arkansas, showing

## LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

FAMILY LAUNDRY, DRYCLEANING, FUR STORAGE, NEW YORK VICINITY. \$1,000,000 YEARLY INCOME, 16% CASH-AND-CARRY, 15,000-GARMENT FUR STORAGE VAULTS. PRICE \$325,000—CASH REQUIRED \$97,500. R. J. MULLER, 89-16 184th ST., JAMAICA, NEW YORK, REpublic 9-3016. 1225-2

## MISCELLANEOUS

WANTED: CLEAN DISCARDED COTTON LAUNDRY NETS IN LOTS OF 300 LBS., OR MORE. WILL PAY TOP PRICE. CONTRACT YEARLY. H. F. RUNDEL, 2009 WILSON AVE., LOUISVILLE, KY. 1227-8

## PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

## BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-launderers that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N. W. 2nd Ave., Miami 37, Fla. 607-10

## SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13



*Fashion*  
CLEANERS  
WITH THE  
*Ideal* LAUNDRY  
LOCATIONS

an increase from year to year, with the estimated volume for 1956 will be approximately \$550,000 to \$600,000. The operation is well organized with individual plant superintendents, department heads and key selected personnel. This operation has received nationwide recognition, featuring its 33 wardrobe services at the various seven convenient locations. The owner prefers to sell, due to other business requirements.

Fort Smith, Arkansas is one of the most rapidly growing cities, of its size, in our nation. An Army installation of approximately 17,000 service men has just been made a permanent installation and is located a distance of eight miles from our city. The population of Fort Smith is approximately 56,000, and it is estimated to reach 70,000 by the year 1960.

The real estate premises of these seven locations are leased at an annual rate of rent of approximately 8 percent the evaluation, all being in selected and the best of locations.

The sale price of the physical equipment, supplies, accounts receivable and ready sales is \$195,000.00, a figure which should be returned in net profits in a period of approximately three years. The estimated inventory of equipment, value based on replacement cost, is \$265,000; inventory of supplies, \$16,000; accounts receivable, \$9,000; and ready sales, \$11,000. Seller desires to sell due to other interests, will finance majority of sale price.

If any additional information is desired, contact Buddy Smith, 614 Towson Avenue, Fort Smith, Arkansas.

## MACHINERY FOR SALE

### SPECIAL

**LIQUIDATED EQUIPMENT** from America's finest laundry plants. Outstanding values on equipment in excellent condition.

American 4-roll, 100" Streamline return-type ironer; American Fully Automatic Folding Table; American 6-roll Streamline flatwork ironer; Troy 20" extractors; Prosperity Automatic Folding Tables; Prosperity Single-Lay Cabinet Sleeve Press with folding tables; American 42" x 84" Cascade Motor Driven Washers, S. S., 2-pocket, 2-doors. All items fully guaranteed and backed by famous Keystone service. Many other top-notch items at low prices. Write, wire or phone.

### KEYSTONE LAUNDRY MACHINERY CO.

Dept. S-6

411 N. Paulina St., Chicago 22, Ill.

SEELEY 8-1667

9 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. Special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. 4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 100", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1075-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISSELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET AND MONEL SHELL, IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 648-4

MODEL 75 AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT; IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT, THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

Purkett Tumbler 72" Bigmouth with loading conveyor—used only three years. No reasonable price will be refused. Inquire, Davis Laundry Service, Inc., 1517 Kenmore Ave., Kenmore 23, N. Y. 1209-4

CURTAIN DRYER. American 48 x 108" Horizontal, gas-heated for natural gas B.t.u. 950, motor-driven fan, 110 V., 6 cyc. 1 Ph. A.C. Your chance to get a good, completely reconditioned curtain dryer at a very low price. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1236-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim; also new wood washers, ILLINOIS LAUNDRY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. 1884-4

For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763. 9628-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

DUE TO MERGER, SURPLUS EQUIPMENT OF BUFFALO GENERAL LAUNDRIES OFFERED SUBJECT TO PRIOR SALE: PRESSES—Prosperity PC 2-girl and American Tiltor shirt units, well maintained; American apparel presses, Prosperity sport shirt unit less than one year old. TUMBLERS—Huebsch and American 37 x 30" and 36 x 24"; DRYCLEANING Hoffman 140F unit, complete; American Zoric Unit, Hoffman and Prosperity drycleaning press finishing equipment of all kinds. Drying cabinet, for cleaning and cold storage vault equipment. Fantom-Fast marking and identification units complete. Key-Tag sets, air compressors, etc. GOOD CONDITION. EXCELLENT BUYS. INSPECTION INVITED. Located Buffalo, N. Y. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1214-4

DUE TO MERGER, SURPLUS EQUIPMENT OF BUFFALO GENERAL LAUNDRIES OFFERED SUBJECT TO PRIOR SALE: AMERICAN MONEL WASHERS; 42 x 96", 3 pocket, 42 x 84", 42 x 72", 42 x 64", 42 x 54", 42 x 36" all 2-pocket, 36 x 36", 1-pocket. Motor-driven and belt-driven. Also Prosperity 24 x 20" open-end washers. Located in Buffalo. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1215-4

EXTRACTORS AND FLATWORK IRONERS, OFFERED SUBJECT TO PRIOR SALE, DUE TO MERGER OF BUFFALO GENERAL LAUNDRIES. AMERICAN 40" EXTRACTOR, STAINLESS-STEEL CURB, MONEL BASKET, AUTOMATIC. AMERICAN 48" Extractors, Monel basket; 48" Tolhurst direct drive, copper basket; MONEX 17" Extractors. AMERICAN STREAMLINED FLATWORK IRONER, LATEST MODEL, 6 ROLL 110". PRIME CONDITION. AMERICAN and PARAMOUNT 6-roll ironers, 110" and 120". Located Buffalo. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1216-4

4-ROLL TROY 100" FLATWORK IRONER. Streamlined type with new padding, aprons and ribbons; automatic safety stop and power roll-raising device; motor drive 220-60-3 A.C. A dependable, factory-rebuilt machine priced exceptionally low. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1233-4

6-ROLL 110" TROY FLATWORK IRONER. With ribbon feed, automatic stop, power raising device, speedometer, all new padding, aprons and ribbons; belted motor drive, 220-60-3 A.C. Factory rebuilt for long service and priced at big saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1234-4

6-ROLL 120" SMITH-DRUM FLATWORK IRONER, streamline type with ribbon feed, automatic stop, speedometer, power roll-raising device, belted motor drive, 220-60-3 A.C. Factory rebuilt by skilled craftsmen, priced low for quick sale. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1235-4

## MACHINERY FOR SALE (Cont'd)

**TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6618-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6661-4

**30 x 120" and 36 x 120" WILLEY ROYAL CALENDAR FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6767-4

**8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6799-4

**AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.** 9318-4

**48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 9368-4

**15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 597-4

**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 598-4

**MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 693-4

**60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 600-4

**IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit.** 1164-4

**IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.** 1166-4

**IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV. 9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.** 1167-4

**IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV. 9-6585, has available American Notrus 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer, American 6-roll ironer; Ellis 54 x 120" 9-pocket stainless washer; American Cascade 42 x 84" washer; Troy 42 x 72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42 x 90" tumbler; Huesch 36 x 30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30 x 48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit.** 1164-4

**American Cascade 42 x 84" Monel washer, 2 pockets, 2 doors, latest one shot doors. **SPECIAL PRICE \$1,795**; 42 x 84" Hoffman Silvercrest Monel washer, less than 12 years old, **SPECIAL PRICE \$2,350**. Above machines motor driven, guaranteed in good running condition, excellent buys. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666.** 872-4

**Bargains in guaranteed Tag-O-Lectric marking machines, Ajax 2-girl shirt units. Want to buy Bunn tying machine. Parker's Sno-White Laundry, 584 Edgewood Ave., N. E., Atlanta, Ga.** 1101-4

**AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press; Forse 53" tapered garment press; Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEvada 8-8849.** 891-4

**AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6766-4

**TWINRAPID ROTARY PRESS UNIT, consisting of: 51" TAPERED AS WELL AS 2 MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 1118-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9706-4

**Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6910-4

**48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4651-4

**HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6864-4

**SURPLUS EQUIPMENT of FINE LAUNDRY & DRYCLEANING MACHINERY from the HESSLER LAUNDRY AND SEVERAL OTHER PLANTS AND INSTITUTIONS. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER; American 6-roll 120" FLATWORK IRONER, 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets, 42 x 96", 3 pockets, 42 x 96", 8 pockets, 30 x 30" American Cascade MONEL WASHERS, 24 x 36" American Cascade MONEL WASHERS; American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS; American 48" MONEL OPEN-TOP EXTRACTORS; 30" copper starch EXTRACTOR; all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a NUMBER of OTHER ITEMS too numerous to mention in this issue. WRITE, WIRE OR PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6666.** 790-4

**FOR SALE: 4-roll American flatwork ironer with Hamilton spring padding and vacuum and complete with four-speed motor for 3 phase, 60 cycle, 220 volt AC, excellent condition, available immediately in Fargo, price \$2,200. As is where is. Contact Mr. A. A. Antonelli, American Linen Supply Co., 8 Second Street North, Fargo, North Dakota. Tel. 2-7484.** 1223-4

**42 x 54" Troy washer, Monel, A.C. motor, excellent condition, 30" American extra deep extractor, Monel basket, one year old. 9.7 H.P. Wee Scot boiler, 125 lbs. 5" pins. Hampers, Nets, etc. East Marion Laundry, Inc., East Marion, Long Island, New York. Telephone, GReenport 7-0037.** 1196-4

**FOR SALE: 6-roll American flatwork ironer—used. Price \$2,300. As is where is. Contact Mr. Karl Melberg, American Linen Supply Co., 47 South Ninth St., Minneapolis, Minnesota. Tel. Federal 6-4612.** 1224-4

**42 x 54" CASCADE UNLOADING WASHER with 2 pockets, 2 doors, 110 volt, D. C., or new 220-40-3 AC electrical equipment. Merely pushing button empties entire 225 lb. load. Equipped with full-automatic control which performs all operations of washing cycle, including supply injection. Completely rebuilt, and priced at more than \$3,000 saving. The American Laundry Machinery Co., Cincinnati 12, Ohio.** 1228-4

**Ironer three-roll return apron, boiler 3 hp. Laftner with return system. Photograph free on request. We make new wood cylinders and shells. Millwright Service Co., 812 Brooklyn, Kansas City, Mo.** 1220-4

**44 x 120" MASTER CASCADE WASHER. Ready for quick shipment, thoroughly rebuilt. Monel tub and cylinder, 3 vertical partitions, 4 doors with single-handle wedge-type latches; motor drive, 220-60-3AC. A big-capacity machine at bargain price. The American Laundry Machinery Co., Cincinnati 12, Ohio.** 1229-4

**30" AMERICAN SOLID-CURB EXTRACTOR. Ready for quick shipment. Automatic safety cover, vertical motor drive, 220-60-3 AC, completely factory rebuilt. The American Laundry Machinery Co., Cincinnati 12, Ohio.** 1230-4

**ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

## MACHINERY FOR SALE (Cont'd)

**54" UNLOADING EXTRACTOR.** American-Perry type with automatic timer and one set of containers; motor drive, 220 volt, 60 cycle, 2 or 3 phase A.C. Completely factory reconditioned, and priced at less than half the cost of a comparable new machine. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1231-4

**ELLIS DRIER.** 50" extractor with baskets. **AMERICAN CASCADE** washer, 42 x 84, belt drive, Monel metal, 4 pockets—excellent condition, priced below market. McInnes Laundry, 21st & Greenmount Avenue, Baltimore 18, Maryland. 1191-4

**100" AMERICAN RETURN-APRON FLATWORK IRONER.** A splendid cylinder-type ironer, factory overhauled and excellent condition. Has ribbon feed, automatic stop, motor drive, any standard current. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1232-4

**NEWARK MODEL LAUNDRY LIQUIDATION SALE. REAL BARGAINS—MONEL WASHER—NOTRUX EXTRACTOR—PROSPERITY 3-GIRL SHIRT UNIT WITH CABINET SLEEVER—AUTOMATIC FOLDING TABLE—5 HP. COMPRESSOR—FLATWORK IRONER—HANKY PRESS—WATER COOLER—BINS—RACKS—TRUCKS—OTHER ARTICLES TOO NUMEROUS TO MENTION. CALL S. BIEL, 25 W. 23rd St., Bayonne, N. J. Phone FEderal 9-6161, Evenings FEderal 9-8569.** 1243-4

## REPAIRS — PARTS — SERVICE

**REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES.** Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

**S. SPITZER LAUNDRY MACHINERY SALES-SERVICE CO.** New and rebuilt equipment. 556 E. 94th St., Brooklyn 36, N.Y. We repair all types of laundry machines. Specializing on all Troy Laundry equipment for the hospital and institutional laundries. Distributors for Huebsch tumblers, washers, Henrici washers, Bock extractors, Chicago ironers, washers, extractors, Glover's washers, extractors, Simplex and Gasway ironers. Specialties—Bishop products, press hoses, steam traps, valves, vee belts and parts. 1152-37

## CARDING WIRE

**CARDING WIRE:** For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-38

## MACHINERY WANTED

**WANTED:** 60" or 72" shakeout tumbler, hot or cold. Service Laundry, 3320 W. Lake St., Chicago, Ill. 991-3

**SCHRAMM DOUBLE BRUSHER WANTED,** 220 volt, 3 phase, 60 cycle. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1145-3

**WANTED:** Notrux extractor and containers. Neat Laundry, 55 Arthur Street, Rochester, N. Y. 1239-3

**WANTED, MONEL METAL WASHERS,** all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS**, Box 874, STARCHROOM LAUNDRY JOURNAL. -3

## POWER PLANT EQUIPMENT FOR SALE

**BOILERS FOR SALE:** 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes; 1—New Steammaster 40 H.P. water tube oil-fired; 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

**BOILERS—HIGH PRESSURE:** We carry a large selection of ASME National Board high pressure boilers—gas, oil, coal fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition, sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY**, 31 E. Congress, Chicago, Illinois. 1245-36

## HELP WANTED

Wanted: A man to take charge of a laundry and drycleaning plant doing \$400,000 business a year. He must be sober and dependable with twenty to twenty-five years experience. Must be able to turn out quality work at a minimum cost. State salary expected. Floaters don't apply. We want a man with sticking ability. **ADDRESS**, Box 1179, STARCHROOM LAUNDRY JOURNAL. -7

**GENERAL MANAGERIAL POSITION**, Northern California linen supply firm. Must know all phases of textile maintenance industry; with emphasis on linen supply and industrial supply. Production, sales, office and route experience required. Compensation \$10,000 with opportunity of increase. **ADDRESS**, Box 1238, STARCHROOM LAUNDRY JOURNAL. -7

**ROUTE SUPERVISOR.** Experienced, must be familiar with all phases of route operation such as sales, training of personnel and building new routes. **ADDRESS**, Box 1188, STARCHROOM LAUNDRY JOURNAL. -7

## HELP WANTED (Cont'd)

General superintendent. Man between ages 30-45 years, located in upper Midwest. Combined laundry and drycleaning sales around \$600,000. Good opportunity for right man. **ADDRESS**, Box 1240, STARCHROOM LAUNDRY JOURNAL. -7

Production manager for New York State plant doing over one million per year in laundry and drycleaning. Please state all qualifications, past experience, salary expected and send picture. **ADDRESS**, Box 1210, STARCHROOM LAUNDRY JOURNAL. -7

**MALE HELP WANTED**—Capable working foreman for mechanical rug cleaning plant in Middle West. Prefer experienced man but will consider one with supervising experience in laundry or drycleaning. Real opportunity. **ADDRESS**, Box 1092, STARCHROOM LAUNDRY JOURNAL. -7

## SALESMEN-DISTRIBUTORS WANTED

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flameproofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 1016-14

I have an excellent new product for laundries. I want men now selling to supply jobbers and laundries. This is an opportunity to grow with a new product manufactured by an old established firm. Regional sales managers needed immediately. Some distributorships open. Submit confidential details first letter. **ADDRESS**, Box 1218, STARCHROOM LAUNDRY JOURNAL. -14

Salesmen calling on laundries with nonconflicting lines. We offer one of the best lines of nylon covers, flannel and net, direct from the manufacturer. Good commission. **ADDRESS**, Box 1241, STARCHROOM LAUNDRY JOURNAL. -14

Men wanted for New York, New Jersey, and part of Pennsylvania to sell one of the best lines of nylon covers, flannel, net and replacement materials direct from the manufacturer. Salary, expenses and commission. Must have experience in laundry field. **ADDRESS**, Box 1242, STARCHROOM LAUNDRY JOURNAL. -14

## DISTRIBUTORSHIPS WANTED

Laundry service and installation engineer has office and 3,000 sq. ft. Southwest Michigan. Wants distributorship laundry equipment or associated product. John D. Horon, 221 E. Lake St., Bridgeman, Mich. 1226-46

## SITUATIONS WANTED

Plant and Production Manager, linen supply and steam laundry. Years of experience with largest organization. All phases, ability and qualification to organize and systemize. Can produce successful, efficient method. Will furnish best reference. **ADDRESS**, Box 1180, STARCHROOM LAUNDRY JOURNAL. -5

**PRODUCTION EXECUTIVE** who can get results, over 20 years experience, assume full responsibility, accounting graduate. Specialty: scientific techniques, producing quality at low cost, and keeping employee morale at high peak. Record of achievement can bear most rigid investigation. Desire position in metropolitan New York City area. **ADDRESS**, Box 1171, STARCHROOM LAUNDRY JOURNAL. -5

Should you be interested in an experienced plant manager and/or superintendent with 24 years of laundry and drycleaning experience in all levels of operation, a personal interview would be welcomed. Married, children, responsible, and excellent health. O.M.I. Laundry graduate. Versed in work simplification, incentives, equipment maintenance. Complete results assured. Available August. **ADDRESS**, Box 1246, STARCHROOM LAUNDRY JOURNAL. -5

Plant and Production manager. Years of experience all phases linen supply and steam laundry. Qualified to organize a successful efficiently operating business. Best references. **ADDRESS**, Box 1244, STARCHROOM LAUNDRY JOURNAL. -5

25 years in the installation, rebuilding and repairing of laundry and drycleaning machinery, also installation and maintenance of laundry power plants. Desires position in institution or laundry as maintenance man in New York City, Westchester or Putnam County. **ADDRESS**, Box 1219, STARCHROOM LAUNDRY JOURNAL. -5

Sales manager, proven ability, excellent background. If given free rein can demonstrate capabilities of leadership. Formerly with large Midwest concern. Circumstances necessitated coming east. Desires position New York or New Jersey area. **ADDRESS**, Box 1222, STARCHROOM LAUNDRY JOURNAL. -5

Experienced as laundry assistant, superintendent and sales. Age 32. Will go to A.I.L at own expense. **ADDRESS**, Box 1221, STARCHROOM LAUNDRY JOURNAL. -5

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# In The Wash . . .

## Air Speed at Outlet

To the Editor:

In your air-conditioning story on page 14 (May issue) you say "At the individual duct outlets the average air speed is designed to be 100 feet per minute or better." I think you'll find that the average air speed is closer to 2,000 feet per minute.

P. W. SMITH  
St. Louis, Missouri

*You're quite right. Thank you for calling this correction to our attention.*

—EDITOR

## "Big Thirst" Provokes Thought

To the Editor:

"The Big Thirst" in your April issue certainly makes one stop to think about something that most of us have always taken for granted.

Our engineer thinks the articles in your Engineering Section come in handy to him. He cuts them out and has quite a file on different problems.

The Annual Guidebook is a must in our plant. Again, it is cut up, with articles about the washroom kept together, etc.

H. B. D., New York

To the Editor:

The article "The Big Thirst" in your April issue is very enlightening. We have a very abundant water supply in this area but with the shortage in sight it should bring about a conservation plan by all concerned.

G. E. S., Washington

## The Last Roundup

To the Editor:

Everyone thought your article in the May issue of STARCHROOM LAUNDRY JOURNAL was excellent. City Laundry has just one copy . . . and it is wearing sadly from being passed around. Would you please send us 12 copies and we'll do the sorting from this office.

We ended the cooperative promotion officially last night. The losing plant entertained the winners. We followed up on the "Roundup" theme, but this time we had a trial to take care of some unfinished business. The crime was committed by a woman in

Sitz and Thompson corners. The crime . . . doing her own washing and obstructing the justice of a contest. Kenneth Sitz was the judge, with wig and all, and a representative of the firm sponsoring the cooperative contest was the prosecuting attorney. Some of the drivers were brought in as witnesses. Our exhibits included a washtub, last rinse water and clothesline strung with garments . . . and were presented as evidence. It was a riot! After the trial trophies and prizes were given to winners.

Just thought you would be interested in what happened at the "Last Roundup."

VEE HESSELBART  
Showalter, Hesselbart & Mitten  
Akron, Ohio

## Advertising Booklet Coming

To the Editor:

Please send us at your earliest convenience your book on "Advertising."

BERNARD A. KING  
Sales Manager  
Sunshine Laundry  
Rocky Mount, North Carolina

The 38-page booklet, "Advertising That Builds and Holds Laundry Business," by Robert M. Place, is at the printer's now. We will be pleased to send you one of the first copies as soon as it is released.—EDITOR

## Selling AIL Courses

Dear Editor:

May I compliment you on the article which appeared recently in STARCHROOM about the AIL Management Course. You have done an excellent selling job on both the American Institute of Laundering and the courses they offer. In my own way I

have been spreading the gospel of the AIL in this territory, and I honestly believe that there will be more representatives, not only from our own company, but from the laundry operators in this territory, if not at the next set of courses, certainly the one following.

If all those attending the course speak of the benefits as well and faithfully as you did in your article, I am certain that the courses will be held much more frequently at the American Institute of Laundering.

H. M. CAVE  
Stanley Brock Limited  
Vancouver, B. C., Can.

## Printing-Ink Removal

Dear Editor:

What's the best way to remove printed labeling from flour sacks? We haven't had much success with regular chlorine bleaching.

G. W. K.  
Chicago, Illinois

If the printing ink is made from an iron salt, try boiling it out with sodium carbonate. Then follow up with the chlorine bleach. If a carbon-base black ink has been used, you're out of luck. This cannot be removed.—EDITOR

## Time and Labor Saved

To the Editor:

We found the article "Any Job Can Be Made Easier" in your March issue most helpful. Starting with unloading soiled linen to finished product, have eliminated two steps—saving two girls about 10 hours per week.

C. S., New York

## Turntables Wanted

To the Editor:

Could you please let us have the address of the people who make the turntables described on page 40 of the April issue? Thank you.

HENRY MAYO  
Sarasota, Florida

The devices described in our Turntable Drive-In story were manufactured by Macton Machinery Company, Inc., 66-68 Dyke Lane, Stamford, Conn.—EDITOR

**Let's Hear From You . . .**  
We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor  
Starchroom Laundry Journal  
305 East 45th Street  
New York 17, N. Y.

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*customers will love you...will love giving you their  
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That's how you can get better work for less money with

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It's a simple formula—easy to follow.

Loosen all of the soil with a Straight ESCOLLOID Break

Bring up a good suds with either neutral or built soap. Run a carry-over suds.

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